



Surrey Business Club NEWS

www.surreybiz.net

NOVEMBER 2004

EVENTS

www.surreybiz.net/events

November 2nd NESCOT, EWELL

MARKETING WORKSHOP

Looking at how your business appears to the outside world through your marketing.

December 7th Village Hall, ABINGER HAM.

AGM & CHRISTMAS QUIZ NIGHT

A short AGM followed by mince pies, a drop or two of wine, and a quiz to tax our minds!

January 4th Royal Sch Church Mus., DORKING

EFFECTIVE SALES PRESENTATIONS

How to make successful and productive presentations to potential clients.

February 1st UniSdirect, GUILDFORD

SPEED NETWORKING

You've heard of speed dating, well this is your chance to speak to all those present.

2nd NOV: NESCOT, EWELL

6:00pm NETWORKING

Strengthen your networking abilities, tell us about your business, seek help with your problems & opportunities, and establish new contacts. All are welcome for this hour-long session. Please try to get to this event on time to avoid interruptions.

Joe Gelona, 01932 223959 networking@surreybiz.net

7:00pm BUFFET

Informal stand-up networking, chatting & eating.

7:30pm MARKETING FOR RESULTS Are your customers getting the message?

Are you networking, or 'not working'? Do you need more customers - or just better quality ones? What do your marketing materials say about your business? Be prepared for a fun evening of brainstorming, and sharing ideas on best practice (and what to avoid) across all your marketing, advertising and networking.

Keith Grover, professional copywriter and marketer, will lead you on a whistle-stop tour of marketing communications in his usual energetic 'off-the-wall' style, with a veritable 'smorgasbord' of handy hints and suggestions. Here's a preview of the menu...

- Marketing plans: who needs 'em?
- Getting slightly famous
- 100 great marketing ideas
- Your words in their mouth
- 20 generic USPs (what's yours?)
- Your brand as shorthand
- Copywriting tips and tricks: magic words that sell
- Be different, or be invisible
- The price is right (wrong!)
- How prospects think
- Is PR advertising?
- 7 vital questions about your customer service
- 'Avatars': get inside your customers' heads
- How to write effective press releases
- etc etc...

There'll also be a lively, interactive workshop session, starting with a simple 'Marketing MOT' checklist. **You're encouraged to bring along your own promotional literature, copies of your web**

pages, business cards, directory entries, and your 'elevator pitch', together with any of your competitors materials you can lay hands upon. Also feel free to bring examples of what you think is good or bad advertising - we can all learn from others' successes and failures.

You're guaranteed to come away with plenty of constructive feedback, and at least five new ideas you can put into practice right now to improve your own marketing and win new business.

...& NEXT MONTH

The AGM will be short and sweet, but if you have anything to ask of the committee or the members, this is your chance. It's also a good opportunity to offer help in running the club...



Staff Lounge, NESCOT, Reigate Rd, Ewell, KT17 3DS.

From the carpark, follow one of the paths that lead behind the main buildings. Our venue, the Staff Lounge, is in the back part of the signposted Student Refectory. Note that it has its own access from outside through a covered walkway connected to the paths leading around the refectory. Once on the walkway, going towards the refectory, take the first left through a double set of doors into the Lounge. An ample buffet with coffee, tea and soft drinks will be provided.

**"YES,
I'M GOING
TO THIS
MEETING"**

...tell us by
**FRIDAY
29th OCT.**

MEMBERS

meeting@surreybiz.net
01372 800820

GUESTS

Ask for an invite:
guest@surreybiz.net
01372 800820



AWARD-WINNING MEMBERS



Yes folks, we've got two member's who won awards in October! On the left we see Gerry Brierley of U Klick for Marketing (UK4m) who received a 'SMART' award from the Dti for her on-line instant marketing plan programme. Gerry was one of ninety top entrepreneurial companies from Surrey and the South East who were awarded with modern-day innovation awards at Brooklands Museum on 5th October. The award is for companies who have taken new technology from the idea stage up to prototype and proof-of-concept models, allowing investors to finance the development. The objective is to exploit British inventions in Britain.

Above we see Debbie Loxton (centre), Training Manager at Acuity Training, receiving her 2004 Surrey Sustainable Business Award (Small Business Category) from Chris Dent (right) and Albert Tucker. More than 85 people attended the awards on the 21st October at Pfizer's headquarters. 'Sustainable businesses' are successful and profitable companies that help protect the environment, use natural resources efficiently, contribute to high and stable levels of economic growth and employment and help achieve a better quality of life for everyone, now and for generations to come.

Well done to all - keep up the good work!

IIB EVENT - MEET NEW CONTACTS & GROW YOUR BUSINESS!

Ask anyone and they'll tell you that their best business comes by referral. So if you find that referrals provide your best business, what can you do to get more referrals?



get to the people most likely to need you.

In addition to the new contacts, a common problem facing small businesses is how to lay the foundations for the business to grow without the availability of a pile of ready cash - what practical steps can you take without a major investor. We will have a short session on planning for growth to give Surrey entrepreneurs something to think about and the chance to grow!

On Wednesday 1st December at 7.30pm there will be a joint event held at Merrist Wood Golf Club near Guildford. There will be members of at least 4 complementary business organisations present including the Surrey Business Club, the local BNI and Associates of the Institute for Independent Business which will mean many new people to meet and explain what your product or service is. To help this process, we will have 'networking' activities to ensure that you can

The cost will be £7 to include venue and buffet. Drinks will be available from the bar. Make sure you have plenty of business cards! To reserve your place and to get more details, please E-mail: dan.shaw@cognosco.ltd.uk

SURREY BRIDGES OFFERING YOUNG PEOPLE A CHANCE

Surrey Bridges, the Education Business Link consortium in Surrey, helps all young people to have the opportunity to experience the world of work throughout their school life - and you can play a key role in this.

Using funding received from the Learning and Skills Council and by working with a number of partner organisations within the county, we are able to provide programmes and activities to young people to help prepare them for their working life.

In order to do this, we need the help of business representatives to share their experiences and expertise with the young people. You do not need to have any previous experience of working with students to be involved. All we need is some of your time and your enthusiasm to help the future employees of tomorrow.

As well as work experience, we provide mentoring schemes, enterprise programmes, problem solving exercises and a whole

range of activities covering specific business areas of expertise.

As well as the schools and students benefiting from our programmes, business representatives also gain from being involved through staff development, standing within the local community and personal satisfaction.



Please see our website www.surreybridges.co.uk to find out more about our programmes (your editor also has several Surrey Bridges leaflets). If you would like to discuss how you could help, please contact Elaine Felton on: 01252 782100 or elaine.felton@surreybridges.co.uk



All photographs ©Gareth Johnson

IMPROVE YOUR NETWORKING

October saw us back in the Oak Suite at the University of Surrey, where we only had use of half the main room due to a double booking, which made for a cosy but comfortable main event!

After the formal networking session and the usual excellent UniSdirect buffet, the evening began with a practical demonstration of Ian Hamilton's PC-based rubber stamp-making equipment. He walked us through the simple process, and a short while later we were able to try out the finished article for ourselves - clever stuff!

The main business of the evening was an exploration of one of the hottest business issues of the day - networking. Who better to give us an in-depth guide to the subject than SBC Member, Dr Joe Gelona? Joe runs the regular formal networking sessions at the beginning of each SBC meeting, and is an experienced business coach offering a full range of business and self-development seminars and workshops to individuals or groups (see www.gelona.co.uk for more details).

Joe began with a brainstorming session in small groups to see what people felt were the principal 'dos and don'ts' of networking. Then the ideas and comments raised were shared with the audience as a whole, and a lively discussion ensued.

Joe's message was simple. Find out what works for you in networking, and get on and enjoy it! He gave us a number of practical tips and tricks, then told us it was time to move on from the theory to the practical part of the evening. We were asked to move around the room and practise breaking into conversations without being rude, introduce ourselves to specifically targeted individuals, meet new faces and find out about them - all basic people skills that any good networker needs.

Although the situation was slightly artificial, in that many of those present knew each other well, it was surprising how much we found out about each other and our guests in the slightly more formal setting of the exercise. Lots of handshaking and laughter made this a lively and fun occasion, and there was even more 'bonhomie' in the air than usual by the end of the evening.

Another successful event then, and our thanks go to Joe for masterminding it so effectively. On the way home, the Beverages Circle convened at the Jovial Sailor in Ripley, for a spot of purely social networking (proving there's a time and a place for everything!)
 Keith Grover,
 FreelanceCopy.co.uk



LEFT: Joe Gelona, our thought-provoking and enjoyable speaker

CEN UP: Peter Terrey trying out his networking on banana-eating Barry Akid.

CEN LW: Anna Slade showing John Caton what a card she is!

BOTTOM L: John Caton demands a stewards enquiry over empty plate!

BOTTOM R: Joe Gelona leads the formal networking session





WELCOME NEW MEMBERS

LGI CONSULTING

Mr. Joe Iannelli
Residential & commercial mortgages, as well as for buying properties abroad, buy to let, buying at auction & building your own home. Whatever you need, LGI will find the right mortgage for you.
Tel: 01932 856699
E-Mail: info@lgiconsulting.co.uk
Web: www.lgiconsulting.co.uk
Address: 2nd Floor, 41a Church Street, WEYBRIDGE, Surrey. KT13 8DG

UK WELLNESS

Mr. Mike Irvine
If you have sports injuries, then Mike offers personal training sports therapy for all deconditioned/health issues, and rehabilitation for back problems, knees, shoulders & injuries.
Tel: 01428 681514
Mobile: 07958 953875
E-Mail: michael@newmanism.fslife.co.uk
Web: www.ukwellness.com
Address: The Vale, Gasden Copse, WITLEY, Surrey. GU8 5QE

'HEADSTART' & SBA (SBE)



For those that didn't know, Surrey Business Club was started by Surrey Business Enterprise (SBE) in 1986. Mike Instone (pictured left), was the last SBE chairman before we became independent from them in 1996. SBE have decided to re-brand, and have recently re-launched themselves as Surrey Business Advice (SBA), with the slogan 'Let's talk business'. The reason for the photo was to accompany a press release from SBA saying how they are supporting our HeadStart promotion. The photo shows our Club Secretary, Philip Jones, giving Mike Instone our 'promotional material'. Whilst your chairman would have preferred it to be the new 'HeadStart' postcard (shown in the last issue), SBC News is another of our important promotional aids (I'm bound to say that!). Behind the scenes, a lot has been going on to get this promotion under-way, so thanks to all those working to make it succeed.

BOWLING



We had a good turnout this month; ten of us bowled on 19th October at the Spectrum in Guildford. We welcomed along Deryck's neighbours Daniel and Carol. Daniel is a potential member and was celebrating his birthday. Philip came top this month with 296, beating Deryck's 234 and Stephen's 225 for our two games. Brian had a thumb injury, knocking him back to 223, with Keith close behind on 212. We went to our usual Brewer's Fayre restaurant.

Next bowling event: **Tuesday 16th November** at Spectrum Leisure Centre in Guildford, costing about £9 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: bowling@surreybiz.net

GOLF



Our last SBC Golf event of the year was held at Kingswood Golf Club, where we were guests of Paul Cawthorne. Once again we were fortunate to have perfect golfing weather. We hope that even more of you will be able to join us next year.

For the winter, we're going to hold a series of snooker evenings. If you can suggest suitable venues, we would be very grateful. Contact Deryck Svensson on leisure@surreybiz.net or 01932 252078 if you would like to play or know of a venue.

WEB & WORKING FROM HOME TRAINING COURSES


The last of the 'Working From Home' training sessions was held on Monday 25th October at St. John's Church Hall in Merrow. The session was very interesting and enjoyable, just as the others have been. St. John's Church Hall turned out to be very posh - almost a conference centre, and perhaps a future SBC meeting place. Our thanks are due to Hazel for organising these professional training events. Your Chairman hopes that you will be encouraged to take part in further training sessions in 2005.

Hazel has the names of six people who would like to attend a 'Manage Your Own Webpace' workshop session to learn about the software to enable small-business owners to set-up and maintain a low-cost website. Hazel Bennett is able to set this up and subsidise cost from European funds. Is this something you'd like to know about? Please contact:

Hazel Bennett, Active Personal Learning Ltd.
01483 574692 hazel@activepersonallearning.co.uk

LINKING TO SBC WEBSITE

Your chairman was very impressed when new member, Joe Iannelli, asked for the SBC logo for his website. I cobbled an image together and E-mailed it, and within the hour, Joe had altered the page designs and uploaded them onto his website. Not only is this remarkable efficiency, but also a shining example of what all members could be doing to promote our club to people looking at their websites. I can supply the same image to anyone wanting to include the logo as a link to our website. webmaster@surreybiz.net

 <p>Surrey Business Club OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS</p>  	<p>NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG sbcnews@surreybiz.net 01420 594644</p>	<p>MEMBERSHIP: Linda Haynes Upper Lodge, Holmbury Hill Rd Holmbury St. Mary, DORKING, Surrey. RH5 6NR membership@surreybiz.net 01306 730074</p>	<p>SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU secretary@surreybiz.net 01483 772698</p>
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