



Surrey Business Club NEWS

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OCTOBER 2005

EVENTS

www.surreybiz.net/events

October 4th The Fairmile Arms, COBHAM

'SPEED NETWORKING 100' EVENT
Another chance to promote your business and learn how you can improve your networking.

November 1st G'ford College, GUILDFORD

FINANCIAL WORKSHOP
Provisional venue and topic pending full booking and details being sorted out.

December 6th Village Hall, ABINGER HAM

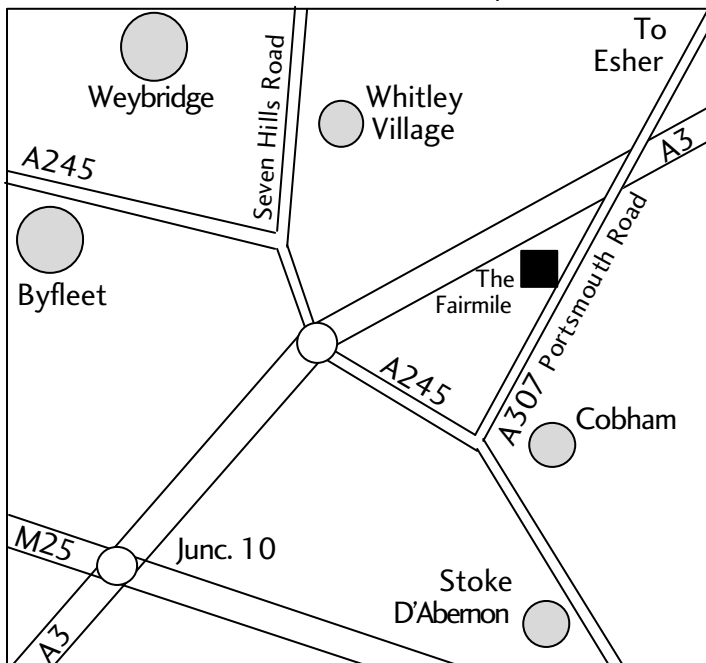
CHRISTMAS BASH & AGM
Your chance to make merry and try your hand at our now famous Christmas Quiz.

January 3rd Leisure Centre, SHEERWATER

PREPARING A BUSINESS PROPOSAL
Fun workshop to give you new ideas for writing business contract proposals.

The Fairmile Arms, Portsmouth Road, Fairmile, COBHAM, KT11 1BW.

Exit the M25 at junction 10 and take the A3 towards London. Leave the A3 at the first junction turning right at the roundabout towards the A245 for Cobham. Follow this road straight over the next roundabout, passing Sainsbury's petrol station on the left. At the next roundabout, in front of the Cobham Exchange Diner, turn left onto the A307 Portsmouth Road. Follow this road for approximately 1½ miles and The Fairmile Arms (Premier Lodge Hotel and golf driving range) are situated in the grounds on the left hand side. As usual, food and soft drinks will be provided.



4th OCT: The Fairmile Arms, COBHAM

SPEED NETWORK 100

This meeting will be a variation on the theme of speed networking at a new venue, the Fairmile in Cobham.

As well as practising the art, we'll be looking at the theory of networking and sharing our experiences and opinions in a forum chaired by Paul Cawthorne. How well is networking working for your business? What are the secrets of successful networkers? How can you get more out of your networking? And is networking just a passing fad, or as many devotees claim, the future of marketing for SME's?

We anticipate a somewhat less hectic event than February's mega-meeting, allowing us the opportunity to reflect on our experiences and sharpen our skills. Come and join us for some lively discussion, make some new contacts, and catch up with old friends over the buffet.

The following timings are rough, depending upon the final turnout:

6:00pm REGISTRATION & BUFFET

Your chance to fill-up whilst also meeting friends and new acquaintances alike. Please make sure you have pre-registered, even if you are an existing member.

7:00pm INTRODUCTION

We have asked Paul Cawthorne to talk about ways in which we can improve our networking to make the best use of the short time we have when we meet people.

Paul is likely to get us taking part in workshop sessions to help us improve and reflect upon the different techniques put forward.

7:45pm BUFFET

Your second chance for a bite at the cherry, so to speak! Drink plenty of water ready to network.

8:00pm SPEED NETWORKING

Having learnt the theory, you can try out your newly-learnt skills to promote your business to those present.

9:00pm CLOSE

After notices and announcements, we'll pack-up. Some may like to make the short trip to the bar to join the 'Beverage Circle' in a post-networking recovery nip!

Pre-register by
FRIDAY
30th Sept

MEMBERS

Free (inclusive)
meeting@surreybiz.net
01372 800820

NON-MEMBERS

£15
guest@surreybiz.net
01372 800820

BETTER PEOPLE, BETTER BUSINESS EXHIBITION

How do you and your staff get access to 18 FREE business training sessions? Attend the 'Better people Better business Exhibition' run by Business Link Surrey. It's a free exhibition to be held on Thursday 20th October at Sandown Park, Esher between 9am and 5.30pm.

Help your company and your staff reach their full potential - 'Better people Better Business' is an exhibition designed to ensure you can sharpen your competitive edge. The event will showcase an extensive range of business solutions and training expertise available in Surrey.

There has never been a better time to find out what products and services are available to develop your people and maximise the full potential of your business. The event will also focus on a seminar programme of 18 free training

sessions and 2 masterclasses on 'Effective Leadership' and 'Breakthrough to Performance' running throughout the day.

This is your FREE opportunity to meet over 50 exhibitors face-to-face and access 100's of ideas to help grow your business. You should find an insert in this newsletter (pictured left) giving more details, or see their website www.betterpeoplebetterbusiness.co.uk To book your free place call Kim on 02476 236290 or E-mail her on kim@business-business.co.uk



FREE TASTE OF COACHING!

- Do you want inspired employees and greater productivity?
- Do you want a proven method of support that will help you and your managers to develop leadership skills and take the business forward?
- Do you want to learn how to get a higher return on your training investment?

If so, come along to our FREE UniSdirect Coaching Breakfast taster session on Wednesday 5th October running from 8 to 10am, held in Guildford Cathedral Refectory.

What you will gain from this coaching session:

- A personal experience of the simplicity and power of coaching by working with the issue of your choice
- Opportunity to meet three qualified and experienced coaches and find out how coaching can support you, help your business to grow and develop your people.

This event will be interactive and will offer a very practical approach to understanding and experiencing the benefits of coaching. There will be opportunities to network and to receive further information on coaching opportunities.

To attend this event you must be resident in Surrey and be a manager in a small and medium-sized enterprise. Please E-mail Rebecca Field at UniSdirect (r.field@surrey.ac.uk) or phone her on 01483 683736 to register your interest.

SEE ALSO SpeakEasy4Busienss coaching course with SBC discounted offer on back page of this issue.

HUB'S CIRCLE OF INFLUENCE

Following three successful years since its launch, Surrey Enterprise Hub has won a second term of funding from SEEDA (South East England Development Agency). This has enabled them to appoint two new Hub managers, Tanya Boardman and Joanne Jenkins, to deliver more business-acceleration assistance to technology entrepreneurs in Surrey.

The University of Surrey in Guildford, Royal Holloway, University of London in Egham and Leatherhead Food International are founder partners of the Enterprise Hub. It provides a bridge between the business-development activities and the technology expertise at the partner institutions, and a growing network of early-stage and ambitious businesses.

Commenting on its success, Marilyn Huckerby (director of Surrey Enterprise Hub) said: "By demonstrating the level of early-stage enterprise activity in Surrey, the Hub and its partners have been able to secure funds to grow the Enterprise Hub team to support more businesses over the next three years. I'm delighted to be joined by two experienced individuals with plenty to offer local businesses."

The Surrey Enterprise Hub has also developed a circle of mentors. "Mentors have become an important extension of our team because we can offer further support through their advice and assistance," said Nigel Biggs, Founder of Surrey-based company Pixology, and business champion of the Hub. "Early-stage companies with good prospects attract good mentors who can add value from their experience of building successful businesses, which in turn helps the Hub companies to build their own success."

Tanya Boardman is seconded from UniSdirect bringing with her the success of growing the Knowledge Transfer Partnership activity at the University of Surrey. Tanya will be a main contact point for companies based in Guildford and Leatherhead, and will continue to provide links into the University of Surrey. Joanne Jenkins is seconded from Hub partner Business Link Surrey. Joanne will provide the link between the businesses in the Hub network, and the Royal Holloway research and enterprise team.

Companies throughout Surrey have benefited from the advice and support provided by the Hub. Ed Jones, Director of Thinking SAFE based at the Royal Holloway Enterprise Centre in Egham, said: "The Hub has provided us with the information, contacts and support on finance, management skills, business seminars and funding that we don't have through our own network of contacts. We have also been supported by the Merlin Mentoring programme (run for the Enterprise Hubs by Finance South East) to bring external expertise to bear on our business issues."

Managing Director of i-TRAK, Adam Dalby, said: "Joining Surrey Enterprise Hub was a massive step forward for i-TRAK and we owe a lot to the support network it provided us." Marcio Siqueira, director of easyLab, said: "The Surrey Enterprise Hub's involvement is of tremendous assistance and has opened doors for us that we didn't even know existed. The Hub has been able to work specifically with us on a Research and Development grant (previously known as SMART Award) as well as the Passport to Export scheme and numerous other initiatives."

For further information about Surrey Enterprise Hub, see www.surreyhub.co.uk or contact Marilyn Huckerby: marilyn@surreyhub.co.uk 01483 685232.

**PUBLIC SPEAKING
 MADE EASY**

For September's meeting we teamed up with Mike Loughton's 'other' club, the Lightwater Business Association, to run a joint event at the Pine Ridge Golf Club near Camberley.

Our event took place in their impressive reproduction Tudor Banqueting Hall, another first for SBC - we go to all the best places! The evening began with a structured networking session led by Paul Cawthorne, followed by a splendid buffet in keeping with the opulent surroundings (most of us managing to resist the urge to throw the chicken bones over our shoulder in true Henry VIII fashion!)

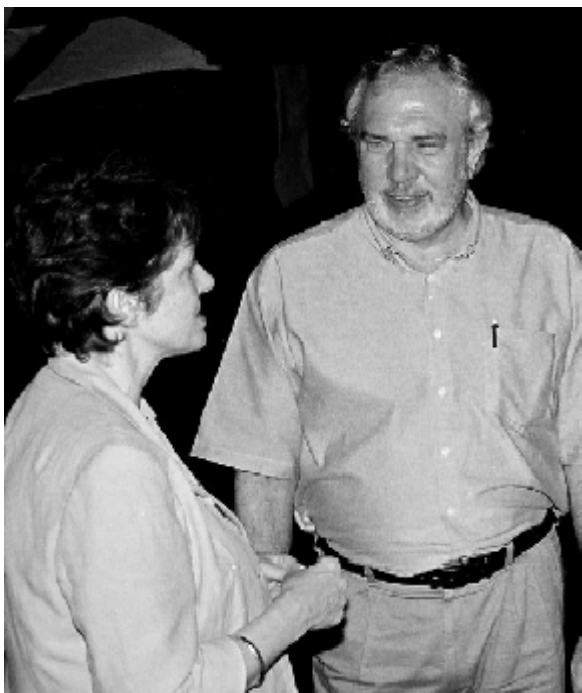
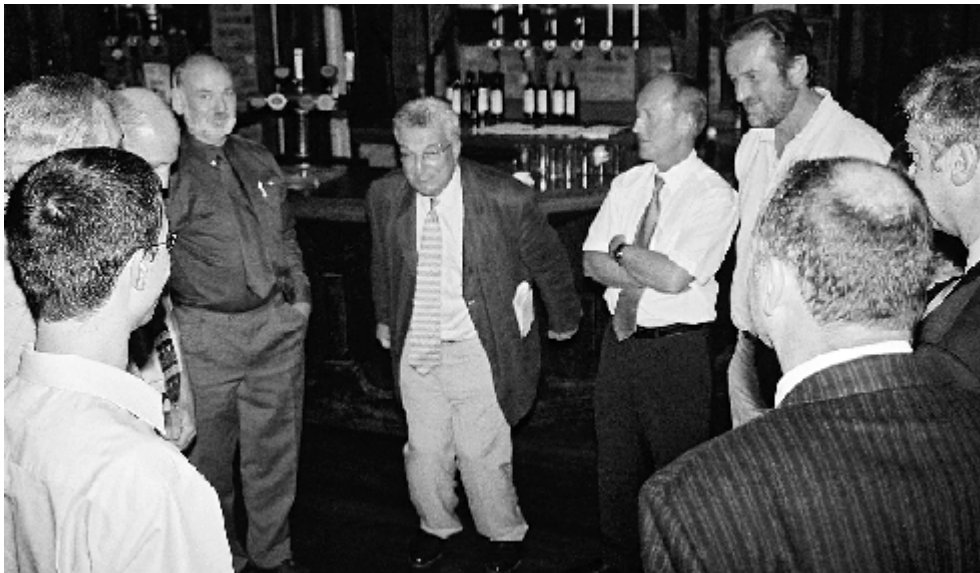
The main event began with the Lightwater guests introducing themselves, and then it was the turn of SBC Member Heather Godfrey to demonstrate Labeller - a new labour-saving software package she has developed to help small businesses manage their customer communications, contacts, invoicing, address labelling and market segmentation. After showing us some of its powerful functions, Heather offered Club Members a free version of the basic package which normally sells for £80+VAT. More details are in 'Products & Services', or you can contact Heather via her website - www.godfreydata.co.uk - where you can find out more about the package itself.

Our guest presenters for the occasion were William Ackerman, Alexandra Gibson and Kate Copland of SpeakEasy4Business, who came along to demonstrate a host of skills and techniques to help us all present ourselves more successfully in a variety of situations, including sales pitches, presentations and business meetings. Everybody was encouraged to hear that even these 'ace communicators' had struggled to overcome their own stage fright when they started out, and still experience nerves before they stand up in front of a large audience, or appear on television.

Will's presentation gave us a broad overview of the theory involved, and we split into groups to practice specific skills and improvisations, which gave rise to plenty of good-natured banter. During the question and answer session we picked up more 'tricks of the trade', such as breaking the ice by mingling with your audience before giving a presentation, biting your tongue to combat a dry mouth, and a chair-gripping exercise to dissipate excess nervous adrenaline - great stuff! Find out more by visiting their website - www.speakeasy4business.co.uk (and also see details of future seminar on back page).

After the meeting, the beverage circle adjourned to the clubhouse bar - a convenient and comfortable venue for the usual post-meeting conversation and sparkling repartee!

Keith Grover, FreelanceCopy.co.uk



TOP: William Ackerman shows how an audience's attention can vary.

CENTRE: Melvyn Lux (centre) goes through the actions in an exercise to help people remember names and faces by associating actions with them.

LEFT: Susan Owen talks to Brain Finley; was the topic money or computers?

ABOVE: Heather Godfrey explains her 'Labeller' database (for details see inside 'Products & Services' section)

Photographs by ©Stephen Lewis

WELCOME NEW MEMBERS

GRAVITY INTERNET LTD

Mr. Tema Hassan
 Gravity Internet is a UK-based Internet Service Provider providing a full range of connectivity, hosting and security solutions to the SME, reseller, partner and corporate sectors.
 Tel/Fax: 0870 7651802
 E-Mail: tema@gravityinternet.net
 Web: www.gravityinternet.net
 Address: 17 Fairlawns,
 SUNBURY-ON-THAMES, Surrey. TW16 6QR

BARCLAYS BANK PLC

Mr. Andrew Campbell
 Business relationship manager, based at the Woking branch, providing comprehensive business banking solutions to the mid corporate market - if not you, perhaps your clients.
 Mobile: 07775 554176
 E-Mail: andrew.campbell@barclayscorporate.com
 Web: www.barclays.co.uk
 Address: Town Gate House, Church Street East,
 WOKING, Surrey. KT21 6XW

SPEAK EASY 4 BUSINESS

Mr. William Ackerman (Prime Member)
 Ms. Susan Parks (Additional Member)
 Communication and presentation skills training. William and his colleagues spoke at our September meeting, and we are very pleased to welcome him and Sue Parks to The Club. They are holding training sessions in October; details by E-Circular.
 Tel: 01483 450787
 E-Mail: sue@speakeasy4business.com
 Web: www.speakeasy4business.com
 Address: Unit 3, 26 Guildown Road,
 GUILDFORD, Surrey. GU2 4ET

TICKETS FOR NATIONAL FRANCHISE EXHIBITION

Mike Instone of Surrey Business Advice in Woking has some free exhibition tickets to the National Franchise Exhibition held at NEC in Birmingham on the 7th and 8th of October.
 If you're interested, E-mail Mike at sbe@sbe.org.uk with your name and address.
 Mike Instone, Surrey Business Advice
 Tel. 01483 728434 Email: sbe@sbe.org.uk
 Website: www.surreybusinessadvice.org.uk

SEMINAR TO HELP YOU BECOME A BETTER SPEAKER

At a recent seminar we asked people to name the top ten phobias, and as you might imagine, it included flying, heights and spiders. In actual fact, the biggest phobia of all is fear of speaking in public, officially known as "Glossophobia". 80% of us suffer from it in one form or another and will do almost anything to avoid speaking in front of an audience.
 We at speakeasy4business think that's a great shame, because there's no doubt about it, being able to communicate effectively to others is a vital part of business life, especially for people running small to medium-sized businesses. Think about it. Achieving success in business is all about building relationships - selling ourselves and our products, services and ideas to other people. But the fact is, we only get a few precious moments to make a good first impression and unfortunately those first few moments of meeting someone, whether you're networking, meeting a potential client, or standing up in front of an audience, are when we are at our most nervous and vulnerable. Unfortunately, it's also a fact that once a first impression is formed it's very difficult to change it. In other words, "you don't get a second chance to make a good first impression."

We understand that businesspeople are busy, with little time to spare, and that for many small businesses, marketing budgets are a luxury, especially when it comes to investing in yourself! We also know for a fact that the most important asset of your business is YOU. That's why you owe it to yourself to make the most of every opportunity you get.

With this in mind we've created a special seminar that will - in just one morning you can improve your communication skills forever. We'll teach you how to overcome nerves, project the right body language and make a fantastic first impression that will get you and your business remembered for all the right reasons. In fact we'll teach you how to present your business in one minute.

The seminar takes place on Tuesday 11th October from 8.30am 'till 12.30pm at a Central Guildford location. The cost is £175 per person but we would like to offer a special price of £149 inc. VAT to Surrey Business Club members.

For further information and to reserve your place please email sue@speakeasy4business, or telephone 01483 450787



BOWLING

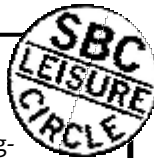
In the end, we didn't bowl this month - mainly due to people sloping-off on holiday to far-off lands!


Join us for the next Bowling evening on **Tuesday 11th October** at Spectrum Leisure Centre in Guildford, costing £9.20 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards.



GOLF

There was also no golf in September, but Deryck Svensson assures me that there will be golf in October. I'm tentatively suggesting that it will be on 20th October, but confirmation of date, time and venue will be available from Deryck Svensson nearer the time on golf@surreybiz.net



 <p>Surrey Business Club OFFICIAL MONTHLY NEWSLETTER</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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