

THE BUSINESS CLUB EXPO AND OPEN DAY FRIDAY 13TH NOVEMBER 2009 : 10AM - 5PM

SEMINARS

25 PLACES PER SESSION AVAILABLE

10.00 : SUE COHEN OF SUE COHEN LTD.

Finding out what your Customer Wants

How long does it take you to find out what the customer really wants and needs?
Do you think you could, or even should, reduce this time?

Are you sometimes dealing with complaints which you feel you should have identified and resolved quicker?

Whether you are selling a service over a period of time, or dealing with a one-off product, the questions you ask are key to finding the most appropriate solution for your customer.

This workshop will help you identify key questions you need to ask your customers at every stage of the selling process.

11.00 : JUNE CORY OF MY MUSTARD

Search. Click. Buy : Can Google Adwords help your Business?

Google AdWords is the world's most effective advertising programme, getting your message to prospective clients at the exact moment they are looking for your product or service. So despite where your website appears naturally on the Internet you can get seen on the first page of Google.

My Mustard is one of just 80 companies certified by Google in the UK and a 15 minute appointment at June's clinic will benefit business owners, marketing managers & creative agencies who already use the AdWords programme but who need a few tips & hints to improve their campaign efficiency.

12.00 : JAMES HARVEY OF NEVES SOLICITORS

'Practical ways to Improve cash flow by Minimising Debt owed to your Business' If cash is KING you can't afford to miss this seminar!

The seminar will consider the following points:

Agreeing terms of business at the outset : Know the customer, know the risk : Invoices
How to deal with late payment of invoices;

What to do if you are struggling to pay your own business debts : Invoice financing.

1.00 : DEE CLAYTON DEECLAYTON.COM

7 Top Tips & Tricks for Networking Success

Dee Clayton will share her tops tips including:

"Taming those mischievous Public Speaking Monkeys"

(you know the ones in our heads that tell us unhelpful things when we're just about to give your 60 second talk?)

"How to ensure your message is memorable"

2.00 : DAVID SIDWELL of FOTEC

The IT Bloodbath: why you should be Very Careful what you spend on IT for the rest of your life.

David has a long track record of success developing highly technical IT companies.

He was European Vice President of Insignia Solutions, a NASDAQ-quoted Microsoft development partner, and co-founded both Vistorm, the IT security specialist and Appsense, who develop user environment management software.

He is currently Chairman of two IT companies, and advisor to several others.

3.00 : SABRA SWINSON of CERCO COMMUNICATIONS
and JASON SAMMON OF FL1 GROUP

Joined-up Communications: Building an Effective Presence On-line.

The six things you areas you need to exploit for maximum presence, including organic SEO,
on-line PR, article marketing and blogging.

4.00 : GARY EVANS of ACTION COACH

The Ladder of Loyalty - Turning Suspects into Raving Fans

In a world where "customer satisfaction" is yesterday's news, what are you and your team doing to create loyal raving fans - those that make the difference between survival and prosperity?

This mini ActionCOACH ServiceRICH seminar is an ideal introduction to strategies and tactics for keeping customers for life.

WORKSHOPS

10 PLACES PER SESSION AVAILABLE

10.00 : VICTORIA SCOTT of SCOTT & HEWITT

Practical Marketing Advice That Works

I need more customers!

My marketing isn't working!

Where do I start or What do I do next?

If you are asking yourself any of these questions come to the Scott & Hewitt Marketing Workshop for some Practical marketing advice that really works!

11.15 : VICTORIA SCOTT of SCOTT & HEWITT

Practical Marketing Advice That Works

Details as Above

12.30 : SUE COHEN OF SUE COHEN LTD.

Assertive Behaviour in Business

Do you suffer from poor service from a key supplier?

Do you find it difficult to deliver feedback to your staff - positive or negative?

Does having to ask a customer to pay what they owe make you feel uncomfortable?

You are not alone - many business people find themselves in tricky situations on a daily basis and avoid dealing with issues until they are unavoidable. At this stage, they are often even harder to resolve.

This workshop will help you identify key tips to remaining calm and assertive and in control of the situation, whatever you are feeling inside.

1.45 : SIMON GEORGE OF HERTS CONNECTIONS & ECADEMY

Shedding Light on Social Networking for your Business

The Aims of this workshop are to help you get started with social networking, to look at some of the tools available and how to build value and become valued in your networks.

To answer any questions around social networking and social media, and of course discussing things like Ecademy, Linked In, Twitter, Facebook, Friendfeed etc.

3.00 : DAVID BAUM of DEANEM COLLECTIONS

Everything you need to know about Credit Control to Survive in Business

During the course of the workshop David will take everyone back to basics from Terms & Conditions and account opening forms to credit checking and enforcing payment terms without jeopardising the delicate relationship between supplier & client.

4.15 : TBC

TBC

CLINICS

PRIVATE SESSIONS FOR ONE OR TWO PEOPLE FROM THE SAME COMPANY

10.00 : SABRA SWINSON of CERCO COMMUNICATIONS
and JASON SAMMON OF FL1 GROUP

Website and on-line Marketing Review

Book in for one of 4 x 15 minute sessions for an expert assessment of your website and on-line marketing activity. If you have any examples that are currently off-line, please bring them along for maximum benefit from the session.

11.15 : VELVET CREATIVE MARKETING

Is your Brand Communicating the Right Image for your Business?

Book in for one of 4 x 15 minute sessions for a frank and honest assessment of your brand identity and its impact upon your business - good, bad and ugly!

Bring along a good selection of your marketing literature for feedback and practical advice from a branding specialist.

12.30 : DAVID BAUM of DEANEM COLLECTIONS

Credit Control and Debt Collection

Book in for one of 4 x 15 minute sessions for some expert hints and tips for managing your credit control while retaining a good relationship with your clients.

1.45 : T.JL MARKETING

tbc

3.00 : DEE CLAYTON OF DEE CLAYTON.COM

Making Your Message Memorable

Book in for one of 4 x 15 minute sessions for expert advice to enable you to communicate your unique message more clearly and easily in a manner that others both remember it and understand it.

Ideal for those spending on marketing currently but not getting the results they want.

4.15 : DEE CLAYTON OF DEECLAYTON.COM

Details as Above

NETWORKING FORUMS

OPEN NETWORKING FOR UP TO 25 DELEGATES PER SESSION

JUST GOOD OLD-FASHIONED OPEN NETWORKING, BUSINESS CLUB STYLE

ALL SESSIONS WILL FEATURE ACTIVITY TO GET YOU TALKING TO LIKE MINDED BUSINESS PEOPLE AND MAKE NEW CONNECTIONS YOU CAN BUILD UPON - IT'S WHAT WE DO BEST!

10.00, 12.00, 2.00 and 4.00

HOTEL TOURS

FOR UP TO 10 DELEGATES PER TOUR

A TOUR OF THE HOTEL FACILITIES

A MUST FOR ANYONE CONSIDERING A PRIVATE OR CORPORATE EVENT

Harpenden House Hotel are pleased to provide a brief tour of this landmark venue, a Grade II listed Georgian town house steeped in local history. Harpenden House are able to cater for every occasion & will be happy to discuss any potential requests you may have both from a corporate & private perspective.

10.00, 12.00, 2.00 and 4.00