

PRESS RELEASE

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SMALL BUSINESS NETWORKING EVENT ~ A GREAT SUCCESS

The Small Business Networking Event held at the University Centre Yeovil (UCY) last Wednesday proved to be a resounding success. The event, which was sponsored by The Chartered Institute of Marketing in partnership with Business Link, the University Centre Yeovil and Yeovil College, was attended by over 50 local employers, employees and students.

Richard Storey, Chartered Institute of Marketing South West Small Business Group Champion said; ***“Smaller businesses can sometimes see marketing as something only big brands invest in – but it is not just about glossy adverts, brochures and sponsorship deals. Marketing is about knowing what your customers want and how to deliver it, whilst increasing profits. This event gave businesses the opportunity to find out how marketing can improve their bottom line performance.”***

Amongst the taster seminars on offer were: Making Green & Ethical Issues work for your Business – a look at why SMEs cannot afford to ignore the issues; Research Made Easier – how businesses can seek out and use secondary data; Winning Websites – an overview of how to build your very first website and maximizing search engine positions.

David Winter, Business Development Manager, Sales Star in Bath who was one of the seminar speakers said ***“It was good to be able to impart my commercial experience into the small business sector through a combined gathering of marketing students and employers.”***

Sue Butler of Sue Butler Marketing at South Petherton commented ***“This has been a very useful day.”***

The next Small Business Networking event will take place in February 2008 and will be sponsored by the Chartered Management Institute.

For further information about this event please contact Yeovil College on 01935 423921.

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Notes to Editors

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Photograph 1 shows from left to right: Speakers Shaun Hindle (Director of Business Training at Yeovil College), Maureen Wincott (Programme Area Co-ordinator & Marketing Course Leader), Richard Storey (CIM SW Small Business Group Champion); Nina Preece (Impress Media); Stuart Annett (Business Link); David Winter (Sales

Star); Brian Doidge (Programme Area Co-ordinator & Business Management Course Leader) and Veeda Crichton (Business Training Manager, Yeovil College Training).