



Minutes of Meeting 14 December 2007

▪ **Welcome to the meeting by the Chairman and aim of the Business Club**

The Chairman extended a warm welcome to the members and briefly reported to the meeting the key aims of the Business Club. Namely, that the Club is able to provide a voice for businesses in Lincoln, whilst also being a relaxed environment in which to meet and network with members of the local business community. The Chairman noted that the catchment area for "travel to work" for Lincoln is 300,000 people, whereas 3,000 people live in Lincoln itself. This is a huge catchment area for businesses and the Club aims to provide a forum for those businesses to meet.

▪ **Member introductions**

Starting with the committee members, each of the members stood up and introduced themselves and stated which businesses they are from.

▪ **Sponsorship for future meetings**

The Chairman reminded the Club members that to sponsor a meeting it is £50 per meeting and that entitles the sponsor to talk for five minutes in relation to their business. The Chairman reminded that members that the Club is a non-profit organisation and that for every £2.00 that they pay every week, £1.00 goes to the football club to put on the refreshments and the other £1.00 goes into the Club savings. The savings are then split between two charities at the end of the year. The charities are decided by the members although the committee encourages the members to go for local charities as oppose to the national charities.

▪ **A word from our sponsor: Mark Hollingworth at Flowers by Suzanne**

Flowers by Suzanne put on a fantastic display of how to put together flowers in a very quick simple yet chic way. Whilst putting together a display one of the designers from Flowers by Suzanne explained how their corporate service works. A representative would visit your place of work, measure the area and discuss likes and dislikes and style with the customer. The flowers are made up in a workshop and are maintained during the week. They are then automatically replaced the following week. Flowers by Suzanne are able to create displays which reflect the company style and are able to cope with a range of styles from contemporary to classic.

▪ **First speaker: Keith Loven**

Keith gave an extremely informative and insightful talk to the club members relating to branding issues. Keith explained the importance of branding in the market place and some of

the pitfalls which companies fall into in creating their brands. Keith gave the members some of his thoughts as to what creates a good brand and also how to protect them in terms of registration as trademarks and so on. The members were told detail as to how the brands are created in terms of research in the market place and investment in the right kind of brand. For further information please contact Keith Loven & Co.

- **Speed Networking**

The Chairman encouraged the members to change places and sit with people who they did not know and where possible to have full tables in order to get the most out of the speed networking part of the meeting. This part of the meeting enables each member to sell their business for 1 minute to the rest of the people on their table. This is a valuable opportunity to get to know the members of the club and to swap a few business cards. We were all reminded to make sure that we bring enough business cards to circulate round the table as we talk.

- **Second speaker: Tim Poole from Lincoln City Football Club**

Tim took the members of the club through the new Imps Direct shopping site and explained the benefits to Lincoln City Football Club and commercial clients in terms of advertising and marketing opportunities. There is also the added bonus that any proceeds go through to grass roots football. It is also possible to create micro sites for businesses to have vouchers to print off to make sure that it is Imps fans that are getting the proper discounts. This is an opportunity to interact with the football club and take advantage of instant audience that the football club can attract.

- **Card Draw Speaker: Emma Todd – Best of Lincoln**

Emma briefly described how Best of Lincoln, which is a franchise business in Lincoln, works. Best of Lincoln champions businesses in the local community and helps businesses to work together. Best of Lincoln has a website and each client has its own page and a direct link to its own website. The Best of Lincoln website is the local source of information and links relating to Lincoln businesses and the community.

- **Card Draw Speaker for next meeting: Robert Purle – Purle Limited**

- **Website/Events/Advertising Update**

Mark - Mark raised the issue of the Directory of Events with members again and asked the members to let him know of any events which they have heard about or which they are putting on themselves in order that he can update the directory on a weekly basis.

Stacy – Stacy made the point to members that the advertising in the Business Echo on a Wednesday is somewhat static at the moment. Stacy encouraged members to place adverts on the Lincoln Business Club page in the Business Echo in order to support the club and also get relatively cheap advertising. Stacy explained that there is going to be a redesign of the page in January and also confirmed that there is a live link on the website.

- **Member's Announcements**

There were no member announcements. However, Eddie encouraged everybody to come along to the business lunch at So Lux on the Brayford.

The Chairman also pointed out that if anybody would like name badges then they must speak to Wayne on the committee and they cost £3 each.

- **Date and timing for next meeting.**

The next meeting will be on January 25th at 7am until 9am.