



**MINUTES OF THE BUSINESS DEVELOPMENT COMMITTEE MEETING  
HELD ON THURSDAY 23 JANUARY 2025**

**Present:** Rebecca Charlesworth (via Teams for part of the meeting)  
 Jason Lawes                      Bruce Pension                      Martin Horswood (via Teams)

**Apologies:** Catherine Micholas      Mark Crosson

| ITEM | DETAIL  | ACTION |
|------|---|--------|
| 1.   | Minutes not reviewed from previous meeting.   |        |
| 2.   | <p><b>Events</b></p> <p>New members event:</p> <ul style="list-style-type: none"> <li>• Only 8 bookings for the event so far</li> <li>• The marketing for the event is not clear on what the event is and should be clarified if we want people to book. UPDATE: RC clarified this is an event for new members in 2024 to present their businesses to the chamber. They have all had personal emails asking them if they want to do this and will be chased today then the event marketing updated.</li> <li>• Committee and Exec members should be asked to share details of events on LinkedIn. Only a few people currently doing this.</li> </ul> <p>Guest speaker ideas:</p> <ul style="list-style-type: none"> <li>• It was suggested that we should email new members from 2024 the event dates and give them the opportunity to book one of the events to speak at along with a suggestion of what they would like to talk about. UPDATE: RC to do this.</li> </ul> <p>Marketing of events in general:</p> <ul style="list-style-type: none"> <li>• Social media marketing of the events is not great. We discussed whether we are using the right person to do this or whether the committee can come up with better content for the current social media people to include in their posts for the events.</li> <li>• JL is happy to help create some templates that can be used with marketing events</li> </ul> |        |

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| 3. | <p><b>Website</b></p> <p>Website / CRM improvements</p> <ul style="list-style-type: none"> <li>• BP and JL met with Rubi CRM over Christmas and agree moving to the Rubi web portal is the right approach.</li> <li>• JL commented that seeing the other chamber websites shown by Rubi made the WCC site look very dated and not in keeping with the modern dynamic town we represent.</li> <li>• It would be a good opportunity when moving to the Rubi portal to improve the website design and branding at the same time. JL to work out some budget figures and BP to summarise to the Exec.</li> </ul> <p>Committee pages on website</p> <ul style="list-style-type: none"> <li>• BP will email new committee members to get profiles and bios on the website up to date</li> </ul> |  |
| 4. | <p><b>Woking Means Business</b></p> <ul style="list-style-type: none"> <li>• Paul Webster has concerns over using the current WCC booking system and email marketing for WMB. He feels the current system does not fit in with us 'upping the standard' with this year's WMB</li> <li>• Paul mentioned that Allen Ruddock has offered to organise the email and social marketing and run the booking system for the show on the CRM platform he consults on.</li> <li>• BP to arrange meeting with Allen to discuss (suggested that DP and RC also present)</li> </ul>  |  |
| 5. | <p><b>AGM</b></p> <ul style="list-style-type: none"> <li>• Proposed dates (8/9<sup>th</sup> April) are in the Easter school holidays</li> <li>• Committee believes we should find new dates if possible, but we are not sure what the statutory requirements are</li> </ul>   |  |
| 6. | <p><b>Date for next meeting</b></p> <ul style="list-style-type: none"> <li>• 12pm Thursday 20<sup>th</sup> February @ Pro Drive's offices, 7<sup>th</sup> Floor Export house.</li> </ul>  |  |