



3.	<p><b>Marketing &amp; Social Media</b></p> <p>We discussed the marketing of events</p> <ul style="list-style-type: none"> <li>• Everyone agreed that we need to market these better and this starts with better quality emails</li> <li>• BP explained the limitations with the Rubi CRM and that we need to have some development work done to improve the situation</li> <li>• JL asked if we can we move over to Mailchimp? Red Sentence could set up templates for use by the Chamber</li> <li>• BP said according to the Rubi website this was possible but again required some investment</li> <li>• Also on the website the pictures for the events are distorted and the Woking Chamber logo out of proportion</li> </ul> <p><b>ACTION:</b> BP to raise in Exec meeting</p> <p>LinkedIn in marketing</p> <ul style="list-style-type: none"> <li>• MH mentioned that there is still an old Woking Chambers of Commerce LinkedIn company page which can cause confusion. It appears to be linked to Dave Peet so perhaps he might be able to arrange for it to be switched off.</li> <li>• Bruce mentioned again that it would really help the Chambers' visibility for all committee members to either follow it or show themselves as an employee, then share Chamber posts to their contacts.</li> <li>• We still have not found a workable solution to posting photographs from the networking events. It was suggested if we can ask Chris Mann if he can do this? He could receive regular credit which might be useful for him.</li> </ul> <p><b>ACTION:</b> BP to circulate document on following Chamber and sharing the posts on LinkedIn</p> <p><b>ACTION:</b> JL to speak to Chris Mann regarding doing event photographs for LinkedIn</p>	<p>BP</p> <p>BP</p> <p>JL</p>
4.	<p><b>Woking Means Business</b></p> <p>We continued the previous discussion of a QR code to advertise the new members event</p> <ul style="list-style-type: none"> <li>• Could we have a poster advertising the event with the QR code on it?</li> <li>• This could be at the registration desk and the Chambers stand</li> <li>• Needs to state if it's a special offer (ie. free to attend)</li> </ul> <p><b>ACTION:</b> RC to advise</p>	<p>RC</p>

5.	<p><b>New members</b></p> <p>No information on any new members to discuss</p> <p>We also discussed how to go about getting new members</p> <ul style="list-style-type: none"> <li>• It was agreed that we need to get the basics right first</li> <li>• We need to call people who have not engaged for a while ie. been at networking</li> <li>• We also need someone to log in the CRM then follow up on leads collected by members and update CRM records.</li> <li>• It seems unlike committee members will be able to do the above when running their own businesses so is there someone we can pay to do this?</li> </ul> <p><b>ACTION:</b> To be discussed further with RC.</p>	RC
6.	<p><b>Next meeting</b></p> <ul style="list-style-type: none"> <li>• RC to confirm</li> </ul>	RC