

## MINUTES OF THE BUSINESS DEVELOPMENT COMMITTEE MEETING HELD ON MONDAY 24th JUNE 2024

**Present:** Mark Crosson Martin Horswood Bruce Penson

Jason Lawes (via Teams)

ITEM	DETAIL	ACTION
1.	Comments on minutes from last meeting:	
	Are Westbrook data protection speaking in November 24 (as per minutes) or October	
	24 (as per website)?	RC
	ACTION: RC to confirm.	110
2.	Events:	
	<ul> <li>Discussed Informal networking in the town centre September as we did not do one in June</li> <li>Wednesday / Thursday after work (not a Friday) – date to be agreed</li> <li>Venue: Discussed - Sovereigns, Lightbox Café? Wine bar, Westfield Stadium, Theatre bar, Marciano Lounge (the latter being the favoured option)         ACTION: BP to visit Marciano Lounge and check suitability and if they will accommodate a banner     </li> </ul>	ВР
	<ul> <li>Potential speakers for future events were discussed</li> <li>It was agreed that bigger local names attract people to networking as evidenced by the event where Menzies did the budget summary</li> <li>Is there another larger member we can ask to talk at a future event? Hart Brown / Dutton Gregory were mentioned</li> <li>We may also have a new MP after the election. Getting the MP for Woking to speak would also be a good draw (worked well when Jonathan Lord spoke before)</li> </ul>	
	ACTION: RC to advise if her or Dave Peet have any contacts at larger Chamber members they can persuade to present.	RC
	October new members meeting  This is currently scheduled for Friday 25th October – the day before half term.  We believe that we should move this as based on previous experience its likely to	
	<ul> <li>have a big impact on attendee numbers.</li> <li>We also need to clarify on the website if this event is free for non-members or at members rates</li> <li>Can we move forward to the Friday 18<sup>th</sup> October? ACTION: RC to confirm</li> </ul>	RC
	<ul> <li>Football club events. MH mentioned that it is still difficult for visitors to find the networking</li> <li>There is a map on the registration / reminder emails</li> <li>Is it possible to put some additional signage giving instructions on the entrance gate to the football ground on event day?</li> </ul>	
	ACTION: RC to confirm	RC



3.	Marketing & Social Media	
	We discussed the marketing of events	
	<ul> <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 ACTION: BP to raise in Exec meeting</li> </ul>	ВР
	LinkedIn in marketing	ы
	<ul> <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> <li>ACTION: BP to circulate document on following Chamber and sharing the posts on LinkedIn</li> <li>ACTION: JL to speak to Chris Mann regarding doing event photographs for LinkedIn</li> </ul>	BP JL
4.	Woking Means Business	
	<ul> <li>We continued the previous discussion of a QR code to advertise the new members event</li> <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>	
	Needs to state it it's a special offer (ie. free to attend)  ACTION: RC to advise	RC



5.	New members	
	No information on any new members to discuss	
	We also discussed how to go about getting new members	
	<ul> <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> <li>ACTION: To be discussed further with RC.</li> </ul>	RC
6.	Next meeting  RC to confirm	RC