

# Business@Breakfast

*NEW monthly business get-togethers to meet, inform and network.*



## Why should you be there?

- 1) Here is your opportunity to introduce your products/services to new customers
- 2) It's also your opportunity to source supplies/services locally

## Book now!

01670 842881

events@wansbeckbusiness.co.uk



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## business@breakfast1 - Tues 7th Sept

The Swan at Choppington; 0800-0930 hrs

### Set yourself apart (a media & PR skills session)

#### Daniel Webb - Facebook, Twitter, Social Networks

An introduction to Social media for all intensive purposes and why it is important to businesses. Success stories (companies who have had success using social media for marketing purposes e.g. Moonfruit). How to make the most of Social Media.

#### Keith Newman - Getting in to the media

What is the difference between P.R. and advertising?

What makes a good story?

How a good photo can gain massive exposure.

Tips for writing a press release.

#### Katherine Wildman - Words and Pictures - "Writing to sell"

Katherine is a writer and photographer. She is (by her own admission) a naturally nosey person and likes to know what makes people tick. She specialises in helping people to communicate their business to the outside world through the written word and through photography. Here, she talks about copywriting, that is 'writing to sell', and how it can be used to promote any business.

## 2 business@breakfast2 Healthy lifestyle; Happy workplace ! 5th Oct

Keith Fitzsimmons Synergy Healthcare, Colin Hall Watbike, Madeleine Tunnock Acupuncturist

## 3 business@breakfast3 Sales & Marketing - make an impact! 2nd Nov

Neville Tynemouth New results, Dave Compton Be Supplied, Sarah Woodford Marketing Toolkit