

Hi everyone,

Hope that business is going OK and that in addition you have found time to enjoy some of this very pleasant weather that we have had in recent weeks.

A few things that may be of interest are detailed below:

2012 Olympics – In our last newsletter we mentioned that the Find it in Sandwell team were arranging a business networking day, which includes meeting key buyers involved with 2012. I am pleased to advise that the Find it in Sandwell team are now taking both stand and visitor bookings for this day, which is MAY 21st at the Bethel Centre, West Bromwich.

For further information log onto: www.finditinsandwell.co.uk/Events
To register, contact: Steve Massey now on 0121 569 2105 or email stephen_massey@sandwell.gov.uk

As with all previous events this one is free to attend, so what have you got to lose other than a little time, by taking a look!

CRM – In recent months we have mentioned to several of you the need to improve your customer management and contact via introducing a formal CRM system. Our friends at the National Business to Business Centre are arranging a breakfast briefing on this subject on May 19th, which is free to attend.

For further information log onto: www.nb2bc.co.uk/events

Web Marketing and SEO – We have mentioned their courses in the past and although this is not on our doorstep, having been on the session earlier this year I can certainly recommend it for those of you that want to know exactly what is involved and therefore, how deeply you want to invest in this initiative, both in monetary and time terms!

What am I talking about; I am talking about the IT Futures' Successful Search Engine Optimisation (SEO) course, which is due to be held at Alton Towers on May 20th.

For more information, go to: <http://www.it-futures.com/index.php/Events.html>

Funding – Although we do not support this as the key reason for progressing a project, we know that for many of you it is an important contributor. As most if not all of you know, Business Link W.M. have not been in a position to offer funding support for several months. Having just completed a major re- structuring programme we understand that from mid May onwards funding may be available for diversification and/or traditional based projects. Often our projects relate to a diversification/traditional strategy and so we would hope that finally we may be able to help some of you with progressing marketing projects that you have been delaying because funding support is needed.

For those of you that are manufacturing based, then our friends at MAS (Manufacturing Advisory Service) have been very supportive and continue to be so for the present time.

Therefore if any of you want to review your marketing needs, now would be a good time to talk to us.

Finally and a little later than scheduled Chapter 2 of our handbook, “The Essential Guide to Marketing” will be on our web site next week for you to download.

Hope this information is of use but as always, should you no longer be interested then fill out the opt out details below.

Regards,

Sammy and the SRMS team.

P.S. Apologies to those of you that it transpires have not been getting these. We are working on overcoming your SPAM filters or other barriers you may have which are preventing these getting through.

Also you are on our database because we have either worked with you, or met you through prospection or networking.

If you no longer wish to hear from us, then please tick this box and e mail back and we will remove you from our database accordingly.