

Why not join our event this year?

By James Davey,
chairman
of ISSBA



As we start the New Year I think there is growing optimism amongst business owners in Suffolk that the economy should see a steady growth in the year ahead.

Although there is optimism, at the same time, it is important to remember that the recovery is likely to be gradual so it's vital that businesses put solid business plans into action and really plan for the year ahead. Also high on your list of priorities should be the way that you market your business, and plan to take a more focused approach to selling. It's important as a niche player or smaller business that you are successful in finding your target market. This means focusing your efforts in the right direction, doing your research and holding onto the business that you generate.

As a small or medium sized business you are in the unique position of being able to offer a truly personal service to your customers. This can be a real string to your bow, helping to ensure your clients come back to you time and again.

And in your 2014 plan should be to exhibit or attend the ISSBA Anglia Business Exhibition, which is now taking bookings for its 2014 event. Taking place at Trinity Park Ipswich on Wednesday 7th May 2014. Businesses are invited to book their stand via www.angliabusinessexhibition.com. The only requirement is that they are members of one or both of the organisations staging the event: Ipswich & Suffolk Small Business Association (ISSBA) or Suffolk Chamber of Commerce.

There are now just three strategic partnership opportunities available. For further information contact: Kim Brown at Boleyn Events on 01473 712330 or Sonia Shelcott, Millriver Publicity on 01473 410278 who would be delighted to talk with your business about potential opportunities.

If you are not already a member of ISSBA, come join us! Membership starts at just £42 per year (for one to three employees). Find us at www.issba.com

Finally, if you love a good quiz, our chosen charity this year is Cancer Campaign for Suffolk and we are raising money, and having a bit of fun by holding a quiz night at Greshams on Tuesday February 11th. Tickets are priced at £15 pp including a curry supper. Teams should be between four and six people.

To book log onto www.issba.com/events Get a team together and meet some fellow ISSBA members.

Anglia
Business
EXHIBITION

Events Diary

Businesses set for digital boost

Drive Digital, an initiative established by Ipswich Central, Crafted and HTK Horizon have organised new workshop dates for 2014, aimed to help Ipswich businesses gain a greater understanding and presence in the online world.

Following on from a successful pilot in October 2013, the workshops will take place throughout the year with a range of topics to be covered about the online and digital world. The first workshop, to be held at University Campus Suffolk on February 4 will be hosted by Chris Chamberlain, head of marketing at HTK. He will provide practical and achievable steps to help businesses make the best use of their customer data, ultimately to deliver more effective digital marketing.

Further workshops have been arranged for 2014 including a second presentation from the award winning digital marketing agency, Crafted in May.

Catharine Jones, owner of Saints Cafe went along to the first workshop held in October. She said: "I signed up to the first Drive Digital workshop as I was keen to gain a greater understanding of the online world. The presentation was great and the information given was invaluable for my business. I hope to sign up to the future events."

Paul Clement, chief executive of Ipswich Central commented: "This collaborative initiative is extremely important for businesses in Ipswich that are trying to find their feet in the online world. The workshops cover a wide variety of topics



Drive Digital is an initiative to upskill business people in Ipswich. Pictured from left are Justin Bowser of HTK Horizon; Paul Clement of Ipswich Central and Crafted's Ian Miller

helping to ensure businesses are provided with the knowledge and capability to promote their business online."

To sign up to the workshop and find out more about the initiative visit www.drivingdigital.co.uk



Date: Thursday, January 23
Time: 11.45am - 2pm
Event: Networking lunch and annual police update, with Tim Passmore, crime commissioner and chief constable Douglas Paxton, *pictured above*
Venue: Belstead Brook Hotel
Organiser: Suffolk Chamber of Commerce
Booking: www.suffolkchamber.co.uk

Date: Thursday, January 23
Time: 8-10am
Event: 'Get Creative! New Year Boost for your Business' Join our inspirational workshop with David Hall for a morning of creativity and creative problem solving.
Venue: Framlingham Technology Centre,
Organiser: Framlingham Technology Centre

Booking: £15 - visit suffolkbusinesshub.co.uk or call 01728 726500 to book.



Date: Friday, January 31
Time: 9.30-11am
Event: Ipswich Chamber brunch with MP Ben Gummer
Venue: Greshams, Ipswich
Organiser: Ipswich Chamber
Booking: www.suffolkchamber.co.uk

Date: Friday, January 31
Time: 7.45-10.45am
Event: Last Friday Networking Breakfast
Venue: HM Prison High Point, Stradishall
Organiser: Haverhill Chamber of Commerce
Booking: www.suffolkchamber.co.uk

Date: Tuesday, February 4
Time: Networking: 5.30-6pm. Presentation: 6-7pm.
Event: Drive Digital. Chris Chamberlain, head of marketing at HTK, will provide practical and achievable steps to help you make the best use of your customer data to deliver more effective digital marketing
Organiser: Ipswich Central in collaboration with digital marketing agency Crafted and marketing software company HTK.
Venue: University Campus Suffolk, Ipswich
Booking: The event is free to all BID members and Friends of the BID. Others interested in attending should contact Rachel Cracknell on info@centralmanagementltd.com. To register visit www.drivingdigital.co.uk

Thursday February 13
Time: 10-11.30am
Event: Menta Business Club
Venue: Sudbury Town hall
Organiser: Menta
Booking: www.menta.org.uk

Thursday February 13
Time: 12.30-2pm
Event: Menta Business Club
Venue: Menta Haverhill
Organiser: Menta
Booking: www.menta.org.uk

Thursday February 13
Time: 3-4.30pm
Event: Menta Business Club
Venue: Menta Bury St Edmunds
Organiser: Menta
Booking: www.menta.org.uk

Thursday February 20
Time: 10-11.30am
Event: Menta Business Club
Venue: Ip-City Centre, Ipswich
Organiser: Menta
Booking: www.menta.org.uk

Thursday February 20
Time: 12.30-2pm
Event: Menta Business Club
Venue: Job centre, Felixstowe
Organiser: Menta
Booking: www.menta.org.uk

Date: Monday, March 3
Time: 11.45am to 2pm
Event: Networking lunch with speaker Helen West, Engineer at RAF Wattisham. Helen has risen up the ranks during her 22 year army career, and has managed to juggle this along with gaining numerous qualifications.
Venue: The John Peel Centre, Stowmarket
Organiser: Suffolk Business Women
Booking details: www.suffolkchamber.co.uk