

**AQ NETWORKING**  
for business



**Is proud to present**

# **Connecting for Business Portsmouth**



**11:00 a.m. - 6:00 p.m.**  
**1000 Lakeside, Portsmouth**

**Meet the Exhibitors hear the Keynote Speaker,  
Attend the Business Forums, Network for business,  
Network in the Networking Café,  
put your details on the Networking Wall**

**THURSDAY**  
**4<sup>th</sup> FEBRUARY 2010**

**Visitor Guide**

# EVENT PROGRAMME

11:00 a.m. Event Open

12:00  
Noon Business Forum: **Discovering the Secrets of Outstanding Networkers**  
**Mark Perl, Guru Garage**

Keynote Speaker: **Ian Dickson Performance Coach**  
**Making 2010 a Great Year for Your Business**

I know you understand the value of planning. Unfortunately, in today's busy business environment, most business owners never manage to put the time aside to get the essential planning done that will enable them to take their business to the level they desire. Because of this, far too many business owners - just like you - end up feeling frustrated and trapped with no end in sight.

1:15 p.m.

**Here's your chance to change that for good...**

- Strategies to build your profits right away
- The skills and tools to get more done in less time
- A list of your top 15 goals for the next 90-Days
- Help and advice from an award winning performance coach
- Learn how to identify and breakthrough potential constraints stopping you from taking your business to the next level.

2:30 p.m. Business Forum: **Defining your Business Image**  
**Grace Maclean, Caramel Design**

3:30 p.m. Business Forum: **What the Internet can do for you!**  
**Richard Lock, Vizzit Group**

4:30 p.m. **Networking for Business -**  
Speed Networking with a 'twist'

6:00 p.m. Event Close

# AQ NETWORKING

for business

## WELCOME

Thank you for visiting the Connecting for Business event today, we hope you enjoy the event and that you make lots of positive connections with other business people here.

This Visitor Guide is designed to help you make the most of the event. If you have any queries during the course of your visit to this event please contact Laura Swetman for assistance.



There is no Fire Alarm Test scheduled during the event, so if the Fire Alarm sounds please leave the building, in a calm and orderly manner, by one of the Fire Exits and assemble at one of the Fire Assembly points at the main entrance to the building. Do not use the Lifts, please use the staircase.

## DON'T FORGET TO:

**Put your business card into our PRIZE DRAW.**

**1st Prize is a FREE STAND** at our next event on 4 February at 1000 Lakeside, or 3 months free networking at AQ Networking for business if you prefer.

**2nd Prize is a £75 voucher** from Wotif.com



**Meonshore**  
Commercial Photography

Visit Meonshore Studios and get your **FREE corporate image** for use on your website and marketing material.



**West Country**  
Catering

Visit West Country Catering for Tea/ Coffee and get something to eat to

keep your energy levels high!

Be part of our Speed Networking Session to increase your opportunities for new connections for business

**Happy Networking!**

*Laura*

[www.aqnetworkingforbusiness.co.uk](http://www.aqnetworkingforbusiness.co.uk)

## OUR SPONSORS

# 1000 LAKESIDE NORTH HARBOUR

1000 Lakeside offers high quality, flexible office space, adjacent to the M27 and with easy access to Portsmouth city centre. Office suites are currently available from 2,000 to 72,000 sq ft. With its stunning, new full height glazed atrium, attractive landscaping, high specification office space and extensive car parking, 1000 Lakeside offers an exciting solution for companies seeking business space in Portsmouth and the M27 corridor

**Contact Karen Tyrell Tel:** 023 9238 9056 [www.lakesidenorthharbour.com](http://www.lakesidenorthharbour.com)



### VISIT US ON STAND 26 for your FREE Corporate Image!

Meonshore Studios supplies corporate and commercial photography for entrepreneurs and small businesses to multinational corporations who use our images for PR releases, internal and external websites, brochures, newsletters and product marketing. Today we are providing complimentary business portraits (headshots) taken in the Queen Mary room, and available for download at no cost by Tuesday morning from our online gallery.

Full instructions, and image release provided.

**Contact Mike French Tel:** 01329 310314 [www.meonshorestudios.co.uk](http://www.meonshorestudios.co.uk)



where recommendations count

### VISIT US ON STAND 14

Be part of the UK's fastest growing online recommendation business directory [www.thediscdirectory.co.uk](http://www.thediscdirectory.co.uk). The Disc Directory offers a dedicated, cost-effective business referral generation and feedback service that delivers. With almost 2 million companies online in the UK,

The Disc Directory highlights feedback by making the most recommended businesses stand out. The service could pay for itself with just one new customer; not to mention all the other additional benefits you will have through The Disc Directory.

Start winning more business; get recommended today and you could be winning business tomorrow.....

**Phone 0800 043 2100 – No excuses, it's free to talk to us.**



Wotif.com sells accommodation online in more than 45 countries.

Our great rates, broad accommodation range, easy-to-use site and 24/7 Customer Service Centre have made us the most popular way for business and leisure travellers to book accommodation online.

Every month our site attracts 3.4 million visits, with customers making over 205,000 bookings.

**Contact James Coulbault Tel:** 0845 458 4567 [www.wotif.com](http://www.wotif.com)

## EXHIBITORS

### BASEPOINT BUSINESS CENTRES

Basepoint Business Centres provide a wide range of high quality office space and workshops designed for all kinds of small to medium businesses.



### Winners of National BCA Award for Best Workspace 2009

[www.basepoint.co.uk](http://www.basepoint.co.uk)

### PREMIER INN PORT SOLENT

We are located north of the city, 108 Bedrooms with our very own restaurant and bar facilities. We are a great venue for holding small meetings, our 3 conference rooms are modern and well equipped with air conditioning, accommodate from 2-30 guests, ideal for interviews or training.



### CARAMEL DESIGN

Caramel Design specialises in creating cutting edge web, print and brand solutions. We listen to your needs, understand your challenges and deliver outstanding solutions through creative designs. Websites/ e-marketing/flash/brand identity/advertising/direct mail/annual reports/bid tenders/corporate brochures/exhibitions/signage/copywriting. [www.carameldesign.com](http://www.carameldesign.com)



### WOMEN'S WISDOM

We are accredited business advisors working with small to medium sized businesses. We provide in house training, workshops and mentoring to meet the needs of our clients. Our strength lies in driving performance through people. Through our SFEDI accreditation we can also accredit other professionals who offer business advice to clients. [www.womenswisdom.co.uk](http://www.womenswisdom.co.uk)



### GET US ONLINE

We are here for all your ONLINE needs – from building your website (including ecommerce shops), optimising an existing website, adding videos (including shooting, editing and coding), helping you with blogging and twittering etc to get your business noticed online! We can also help with marketing, branding and even project managing! [www.getusonline.co.uk](http://www.getusonline.co.uk)



### Free 'Health for Work' Adviceline for small businesses in Portsmouth

Small businesses in South Hampshire, East Sussex and the Isle of Wight now have free access to professional occupational health advice from a new **adviceline** being piloted in Portsmouth. Employers can call the adviceline on 0800 0 77 88 44 to receive help with individual employee health issues.

### NORDIC WALKING NATURE

Experts in **team building** and **goal achieving** for **individuals** and **corporate companies**. **Karen and Richie** are ex-forces and have an extensive range of skills to **achieve your aims**. **Nordic Walking** is excellent for achieving **health and fitness for all abilities**. We work with **Councils, large companies, GP referrals, groups & individuals**. [www.nordicwalkingnature.co.uk](http://www.nordicwalkingnature.co.uk)

**Nordic Walking Nature**

## EXHIBITORS

### HELP FOR HEROES

For full information about the work undertaken by Help for Heroes please visit the website on [www.helpforheroes.org.uk](http://www.helpforheroes.org.uk)

### SmartHomeLife

SmartHomeLife offer a range of home entertainment solutions from whole house installations, to cinema rooms, HDTV, hi-fi, intelligent lighting and audio and visual control systems. Our end-to-end service provides peace of mind for home owners and property developers alike, with options to fit any budget. Check us out at: [www.smarthomelife.co.uk](http://www.smarthomelife.co.uk)

### DMSYS GROUP

DMSYS Group is a group of three businesses focused on export and import, advertising and marketing and property management. We have over 100 years of combined experience with offices in Havant and London. We can help support your business to help you achieve your business goals. [www.dmsys.co.uk](http://www.dmsys.co.uk)



### J W WINES WAREHOUSE

J W Wines is an independent wine merchant established some 25 years ago. We sell wines to the general public, the 'on-trade' and corporate customers. Our wines come from around the globe, are not to be found on supermarket shelves and are sold at highly competitive prices. We also have an on-line shop at [www.jwwines.co.uk](http://www.jwwines.co.uk).



### PINSTRIPPE PEOPLE

Pinstripe People are as unique as their client's individual needs. Giving personal attention to recruiting the right people for you, our service is bespoke. We have extremely competitive rates because, like any good tailor, we cut our cloth effectively to save you money! [www.pinstripepeople.com](http://www.pinstripepeople.com)



### MEDIA MATTERS TECHNOLOGY

Media Matters Technology are a South Coast based duplication specialists supplying our customers throughout the UK and Europe with CD, DVD and Blu-ray duplication and replication services. Your discs can be supplied in bulk, or with a wide range of packaging options, from simple plastic sleeves to DVD cases complete with printed insert. Please visit our stand to discuss your requirements. [www.mediamatterstechnology.com](http://www.mediamatterstechnology.com)



### HR Inc

An HR Consultancy that can provide you with support on an ad hoc or sustained basis. Covering everything from the recruitment process to discipline, grievance, performance management or redundancy. We work with you to attain long-term success for your business. [www.hr-inc.co.uk](http://www.hr-inc.co.uk)



## EXHIBITORS

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### PLUG AND PLAY DESIGN

Plug and Play build websites that get found in Google, generate targeted visitors who convert into enquiries. Ultimately we build websites that make you more money. Here at Plug and Play we do more for our clients by offering you the best quality services under one roof saving your precious time and money. [www.plugandplaydesign.co.uk](http://www.plugandplaydesign.co.uk)



### THE PEOPLE'S BOAT

A unique opportunity to market your brand on the hull of a Race Yacht in a Round The World Race for only £25.00. After the race, the yacht will be sold and £150 - £200K donated to charity. In the period prior to the race we are also able to offer the yacht for hire for client entertaining and corporate events in a truly memorable setting. [www.peoplesboat.com](http://www.peoplesboat.com)

### MOORE ASSOCIATES HAMPSHIRE LIMITED

We provide Executive Coaching, Personal Development, Work and Wellbeing, IT Support - for companies; providing training they want at reasonable and non-London prices! Working in Partnership with Portsmouth Chamber of Commerce and AQ Networking for business we offer training for their members at discounted prices. [www.mahl.co.uk](http://www.mahl.co.uk)



### THE DISC DIRECTORY

Be part of the UK's fastest growing online recommendation business directory [www.thediscdirectory.co.uk](http://www.thediscdirectory.co.uk). The Disc Directory offers a dedicated, cost-effective business referral generation and feedback service that delivers. With almost 2 million companies online in the UK, The Disc Directory highlights feedback by making the most recommended businesses stand out. The service could pay for itself with just one new customer; not to mention all the other additional benefits you will have through The Disc Directory. Start winning more business; get recommended today and you could be winning business tomorrow.....

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### BELMONT INTERNET MARKETING

At Belmont Internet Marketing we don't use templates or site building software. We'll design your site from scratch so that your business really stands out, with a Content Management System so that you can update your site easily. We also supply email marketing systems and can advise on all aspects of your Internet Marketing strategy. [www.belmont.uk.com](http://www.belmont.uk.com)

## EXHIBITORS

### WEST COUNTRY CATERING

For all your catering needs from stunning canapé receptions to large scale events for many hundreds. Using fresh local ingredients all our food is home prepared to ensure quality and freshness. With meticulous attention to detail we can ensure your clients or guests will remember your event for all the right reasons. [www.westcountrycatering.co.uk](http://www.westcountrycatering.co.uk)



### UTILITY WAREHOUSE

A major British plc offering motivated individuals the opportunity of a lifetime. You don't need any experience - full training and support are provided free of charge.



### GREENSTAR ENVIRONMENTAL

Greenstar Environmental is the leading recycling led waste management company offering a total waste management and recycling solution. Our fundamental approach to waste management is to minimise customers' costs by maximising levels of recycling and reducing the amount of waste going to landfill. [www.greenstar.co.uk](http://www.greenstar.co.uk)



### VOXIT Ltd

VOXIT offers years of experience to draw on. We provide the peace of mind that comes with a well-run IT system. Forming strong business relationships and ensuring we deliver what we promise, when we promise it! All our IT Services are tailored to meet particular needs and scaled as your company grows. [www.voxit.co.uk](http://www.voxit.co.uk)

### IAN DICKSON - Performance Coach

1-2-1 Coaching, Team training, motivational speaking and workshops. As an award winning performance coach working with many business owners over the years I have learnt that by sharing my knowledge, working on their mindset and generating some accountability for their actions results in peak performance. [www.iandickson.biz](http://www.iandickson.biz)



### NEW FOREST HOTELS

New Forest Hotels have four 3 star hotels, all located in the enviable setting of The New Forest, Hampshire. Within the group there are 13 conference rooms with FREE Wi-Fi, competitively priced delegate packages and team building options available. For further information please see [www.newforesthotels.co.uk](http://www.newforesthotels.co.uk) or call the conferencing and events team on 02380 286126



### THINK POSITIVE

Looking for the right independent Financial Adviser can be a complicated and daunting process. Offering a different, yet professional service is essential in today's cluttered market. We strongly believe that we can offer the right service for you or your company, offering a wide range of different, yet effective solutions.

# KEYNOTE SPEAKER

## Ian Dickson on Ian Dickson

I have coached and mentored 100's of businesses throughout the UK. In the last five years I have delivered over 100 Professional Business Seminars and Motivational Speeches.



As an experienced performance coach and speaker with an extensive and colourful career path taking me from Brixton Police Officer to Corporate Director, you are guaranteed exciting and relevant content drawn from my knowledge, experience and background.

Two of my favourite quotes.. Never wish your life was easier, wish that you were better. Work harder on yourself than you do your job....

**Hear me share a strategy for making 2010 a Great Year for Your Business!**

# BUSINESS FORUM

## DISCOVERING THE SECRETS OF OUTSTANDING NETWORKERS

### Mark Perl, Guru Garage

Among his many talents Mark Perl brings his communications expertise to bear in training Networking for Business skills to entrepreneurs and corporate executives. He realised that people weren't incompetent networkers but that they were simply unaware of the processes involved to become successful in this critical business activity. **Do you want to gain more business from networking?** Then hear Mark share some of his secrets today.



## DEFINING YOUR BUSINESS IMAGE

### Grace Maclean, Caramel Design

Is your branding as instantly recognisable as your favourite product? Does your business image reflect the quality of the product or service you provide? Defining your Business Image is covered in this interactive Business Forum - **from the basics to the downright clever!**



## WHAT THE INTERNET CAN DO FOR YOU!

### Richard Lock, Vizzit Group

What does Search Engine Optimisation really mean?  
Should you be on Facebook or LinkedIn to name but two?  
Do you Tweet or do you Twitter?

### **How important is any or all of this?**

Richard Lock brings his knowledge to the table to share with you to facilitate your understanding of how to improve your internet presence and take advantage of the latest innovations for promoting your business.



## Origin of "The Last Post"

The Last Post is one of a number of bugle calls in military tradition which mark the phases of the day. Where "Reveille" signalled the start of a soldier's day, the "Last Post" signalled its end. It is believed originally to have been part of a more elaborate routine, known in the British Army as "tattoo", that had its origins in the 17th century. During the evening, a duty officer had to do the rounds of his unit's position, checking that the sentry posts were manned and rounding up the off-duty soldiers and packing them off to their beds or billets. He would be accompanied by one or more musicians. The "first post" was sounded when the duty officer started his rounds and, as the party proceeded from post to post, a drum was played. The drum beats told off-duty soldiers it was time to rest - if the soldiers were billeted in a town, the beats told them it was time to quit the pubs. "Tattoo" is a derivation of *doe den tap toe*, Dutch for "turn off the taps", a call which is said to have followed the drum beats in many a Dutch pub while English armies were campaigning through Holland and Flanders in the 1690s. (It is also from this routine that American practice of "taps" or "drum taps" originated.) Another bugle call was sounded when the party completed their rounds, when they reached the "last post": this signalled the night sentries were alert at their posts and gave one last warning to any soldiers still at large that it was time to retire for the evening. "Last Post" was incorporated into funeral and memorial services as a final farewell and symbolises that the duty of the dead is over and that they can rest in peace.

### THE WORDS TO THE LAST POST

**Come home! Come home! The last post is sounding  
for you to hear. All good soldiers know very well there  
is nothing to fear while they do what is right, and forget  
all the worries they have met in their duties through the  
year. A soldier cannot always be great, but he can be a  
gentleman and he can be a right good pal to his comrades in  
his squad. So all you soldiers listen to this – Deal fair by all  
and you'll never be amiss.**