



# Networking Directory

Putting your ideas and feedback into action

## The Women's Connection

A women's network linking women, business and community to encourage personal development, business growth and community support.



Lloyds TSB  
**Business**

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## 1. Introducing the Networking Directory

Thanks to the inspiration of our Women's Connection member Photographer Toni Sheppard, we have created a directory that increases business to business networking. It also helps us to help our members and visitors to connect with each other and build the relationships we all need to develop our enterprises.

## 2. What is the Networking Directory?

Each member of The Women's Connection is invited to complete a "Networking Directory Template" which will represent their entry in the Networking Directory. This will build up a resource containing a wealth of information about each of our members' businesses. This will be available during meetings and events of The Women's Connection to help use their networking time more effectively.

## 3. Future plans for the Networking Directory

- **Photographs:** We look forward to including photographs of each member with their Networking Directory entry.
- **Procurement opportunities:** In the long-term the website will be linked to procurement opportunities within the borough of Harrow
- **Future publication:** We hope to be able to give members the opportunity to enhance their entry by also having it included in a future glossy brochure which would be distributed as a Directory of Members to the wider community.

Any further ideas for future development of the Networking Directory are always welcome (please see our Networking Directory Feedback Form).

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## 4. How can I secure my entry in the Networking Directory?

1. Complete a **Networking Directory Template**.
2. Check that you have **signed the authorisation** at the bottom of the Template as without this we are unable to process your application.
3. Enclose one of your own flyers for the reverse page of your display in the directory.
4. Return with payment of £30 for a year's subscription (or £25 if you are a member of The Business Connection). **Cheques payable to "The Business Connection"**. Send everything to:

Rhona Denness, Enterprise Hse, 297 Pinner Road, Harrow, HA1 4HS

5. Your template will then be included in the Networking Directory.

### **Maximising your networking opportunities**

To maximise the impact of your Networking Directory entry attendance at meetings would be advantageous.

## 5. How can I update my entry in the Networking Directory?

You can simply keep this information up to date by:

- Update your entry yourself at meetings
- Call Rhona Denness on 020 8427 6188
- Email Rhona Denness at [rhona.denness@hib.org.uk](mailto:rhona.denness@hib.org.uk)
- Write to Rhona at Enterprise House

# Networking Directory

## Networking Directory Template (Part A)

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Name		
Address	Postcode	
Email Address		
Web Address		
Telephone Number		
Business Name		
Describe what your business does and the product/services/benefits to customers  (No more than 50 words)		
Business ethics/values e.g. Fair trade, social responsibility  (No more than 35 words)		
Who would be the ideal person for you to meet at a networking event?		
I authorise the information given on this template to be included within the Networking Directory	✓	
Signature _____		
Date _____		

## **Networking Directory Template (Part B)**

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By completing the following pages you will assist us to further support your networking requirements outside of meetings and events, and plan for the future. There are options for you to also be involved in sustaining and growing The Women's Connection into 2008 and beyond! Please feel free to add additional sheet if necessary.

**i. What are your business/personal goals for 2008?**

**ii. What support would you like in achieving your goals?**

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## Networking Directory Template (Part B)

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### iii. Can you share a product, service or success story?

In exchange for a gift for our charity raffle, we would like to invite you to promote/launch/share your products/services/success stories at one of our events. This is very popular so we have to run this on a “first come first served” basis. Please outline below in no more than 50 words what it is that you would like to share and the prize you would like to donate.

### iv. Would you like to host an event?

Would you like to host an event in order to raise awareness for your business and increase publicity within the network? This can be at your business premises or perhaps a small informal promotion at home with likeminded people/customers; or perhaps you are organising a charity event? Please outline below your idea/theme, giving details and proposed dates.

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## Networking Directory Template (Part B)

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### v. Do you need, or would you like to be, a buddy/mentor?

Do you need an informal buddy or perhaps a professional business mentor? If so, what support are you looking for?

Would you like to get involved with future buddying/mentoring of new members? If so, please outline your specified area of support below.

### vi. Can you recycle your books/articles?

Bring in any business and self development books, enterprising articles to recycle with likeminded people. This worked a treat on our Idea to Implementation courses. Simply bring in on the day.

### vii. Can you support us?

Can you support The Women's Connection in any way to sustain the energy and grow the number of female entrepreneurs/community members?

- ✓ \*Invite a friend/colleague/customer/supplier to our events
- ✓ Become active on our Steering Group that meets to de-brief at the end of each meeting to keep things alive!
- ✓ Sponsor a meeting and/or the Networking Directory
- ✓ Advertise in our Goodie Bags!
- ✓ Become active on our Business Connection Management Committee

\*Why not use our **Invitation Distribution Service** to send a professional-looking invitation to your customers/suppliers, asking them to join you at our next event (especially effective if you are launching a new product or service!).

# Networking Directory

## Networking Directory - Feedback

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### **Your feedback and ideas are welcomed**

**Please add any thoughts below and on additional sheets. Thank you!**