

3 in 1 Business Networking Event

**Wednesday 30 March 2011, from 6.30 – 9.00pm
At The Council Chamber, West Somerset House, Williton**

SESSION 1

6.30 – 7.30 Social Media for Business

An introduction with Simon Gough of Imagetext (<http://imgtxt.co.uk>)

You've probably heard of social media such as Facebook or Twitter. You may use them in your private life, but what is their business potential? Think about how you gain new business. You might have a marketing budget or regular adverts in traditional media. More likely you rely on word of mouth and personal recommendations for many of your new customers. Social media bring together the fundamental building blocks of word of mouth with the instant connectivity of the web to provide businesses with an ever-expanding set of tools for reaching and retaining customers.

This introduction to social media will give you a clear understanding of the different business possibilities, the pros and cons of social media and real examples of their use from businesses in Western Somerset. This will help you decide if social media is right for you and your business. Don't get left behind.



SESSION 2

**7.30 – 8.00 Buffet and Refreshments with the Launch of
'Making the Links in Western Somerset' –**

the networking and support project for micro businesses working together



SESSION 3

**8.00 – 9.00 Somerset Superfast Broadband Bid
– Seeking Your Views**

Matt Ballard, Enterprise Manager, Somerset County Council

A fast reliable broadband connection is becoming ever more important for businesses and residents with the growth of the Internet and the rise in online services. To support economic growth, the Government has offered a £530m fund for investments in broadband infrastructure to target areas that will not be served by the market acting alone – a significant portion of rural Somerset falls into this category. Somerset County Council intends to make a substantial bid into this fund, and needs your views, experiences and case studies to provide supporting evidence.

See Survey at www.connectingsomerset.co.uk

Just a little of your time could help make a big difference. What you tell us will be used to support the bid and encourage commercial suppliers to invest in infrastructure in Somerset.



Please book your place by 25 March, stating which session(s) you wish to attend by contacting:
Briony Martin bmartin@westsomerset.gov.uk or 01984 635366

