

BUSINESS JUNCTION **Membership 2009**

Joining Business Junction

Business Junction is London's leading independent business referral network, creating connections and valuable business relationships between hundreds of companies, their owners, directors, management and staff.

Cost of membership is £295 + VAT for a calendar year (subject to a few exceptions for certain PLCs and organisations). There is no joining or registration fee and we offer at least six free evening events per year. In addition to access to all our events, your business will be featured in the London Business Directory 2009, along with 24/7 promotional listing online to a web audience of around 2,500 companies monthly.

Event calendar

Our annual calendar of around 80 events features weekly networking lunches, monthly breakfasts, evening functions and special events across London's business heartland, from Shoreditch to Soho, Clerkenwell to Camden, South Bank to Westminster, Mayfair to Marylebone, the Cities of London and Westminster to London's five Olympic boroughs.

All our events are held at London's finest hotels, restaurants and bars. Venues which have hosted events with us include The House of Lords, The Charterhouse, Zetter Hotel, Hoxton Grille, Shoreditch Town Hall, Glaziers Hall, Thames Cruisers, Christ Church Spitalfields, Real Greek restaurants, The Blandford Club, Brown's Restaurant (Docklands) and numerous others.

History

Business Junction was born and raised in London's creative centre, Shoreditch, on the City Fringe over seven years ago. Many companies have been with the network since its inception, with the network particular strong in those sectors which find a home on the City Fringe – design, new media, professional services, IT and web development.

From its early days, the network combined lively networking events and web-based tools to connect members between those events. The directors of Business Junction have now developed a network that combines the best of modern marketing and event networking.

The network itself functions as a platform for businesses of all sizes, sectors and areas to connect, build alliances and associations and find new business, using the combination of fine events, promotional avenues such as the London Business Directory and online opportunity Alerts.

This online system allows members to send requests, referrals and recommendations instantly to one another. Around 150 Alerts are sent per month to an instant database of recommended suppliers, advice and other essential business resources. Business Junction also uses Alerts to send out regular new business information bulletins, including tender opportunities and contract opportunities.

Connect one, connect all

Over 80% of new business is found through direct or indirect referrals. Now, as the shape of business changes across London, those businesses which have built strong connections through networking are finding both the tangible and intangible benefits.

Finding new business directly is still a core part of networking, but also find new quality suppliers, potential alliance partners and business associates help keep costs low and finances flexible. Outsourcing everyday key functions, such as legal, HR, IT, web, promotion and design are helping our members concentrate on finding new business opportunities without the burden of high fixed costs.

Our network also has an important social function, where members build relationships beyond the commercial. Events become places to catch up with friends, share information and seek advice.

Business support between companies with only a few employees or with peers in similar positions can also help keep attitudes positive and find new ways of doing business.

For larger companies, Business Junction allows your company or organisation to connect with quality local suppliers or prepare tenders that are based on personal recommendation rather than an online tick-box system. We can help your business fulfil commitments to CSR and other government business agendas, such as employment diversity, environmental policies and local investment/employment benefits – all for a marked saving on the costs of joining the London Chamber of Commerce for larger companies.

Membership benefits

Business Junction is now London's second largest business network, with more members than BNI and BRX combined. Membership is based on a company basis, with companies sending representation to events of their own choice on a frequency to suit them.

Events – You can choose to attend any of our approximately 80 networking and business events, including networking breakfasts, lunches, evening social events and business seminars hosted in quality restaurants, bars and other member venues. The majority of our events currently take place across London's City Fringe but our calendar is constantly expanding into new areas.

Free or reduced event entry fees - Your company can send two representatives to any event for free or at the reduced member rates. We hold at least six evening networking/social events per year, which are free for two representatives of any Business Junction member company.

London Business Directory 2009 - Member companies get a free 1/3rd page entry in the London Business Directory, distributed across London throughout the year, as part of membership. Advertising packages available (see below).

Event data – Each member company has their own detailed description available on event data sheets that are distributed at each event.

Marketing & referral – Membership means Business Junction will actively promote your business to other members and search for opportunities for you. We get to know your business and look for suitable ways to find new business or relevant information for your sector.

Online directory – Your company listed free in the searchable online members' directory, with the ability to list in multiple disciplines and sectors.

Business Alerts service – 24/7 networking and the latest up-to-date business information, referrals and requests to your inbox. 150 Alerts are sent per month and on average each Alert gets 12 quality responses. Only available to member companies and generates opportunities worth over £1m each month.

Business tender opportunities - Keeping our member businesses informed on the latest information, including advice on how to pitch and tender for contracts. For larger companies, we connect them with smaller, local suppliers who can help win and deliver public sector tenders - an increasing priority of HM Government, London boroughs and commissioning organisations.

Preferred supplier lists - Negotiating with larger organisations and companies looking for quality local suppliers to use Business Junction member companies.

Business Junction Leisure List & Map – Promotions and events listed on our interactive online map, showcasing the best offers from member restaurants, hotels, salons and retail outlets.

Business Junction leisure cards - Two free cards that can be used to enjoy unique promotions and discounts in a range of member businesses, such as restaurants, bars and retail outlets. More cards are available for companies with larger workforces.

Business Junction member seminars – Free listing service, where all non-leisure member companies can promote their events, seminars, workshops etc.

OTHER OPPORTUNITIES:

BUSINESS EVENTS' PROGRAMME SPONSORSHIP

Business Junction has a great track record in running effective business seminars, especially on topics that look at essential tools for company growth and other common issues affecting all businesses. All seminars are led by active practitioners in their subjects, armed with the latest information and advice. Deliver your products to target audiences in association with Business Junction and add value to your brand by working in association with us.

Business Junction has worked with and advised the following companies and organisations on business and networking events: Clydesdale Bank, Lloyds Bank, Hackney Council, The London Environment Centre, Newham Council.

If your company has an event where it wants a business audience of ambitious, growth-focused entrepreneurs and professionals, contact Business Junction and we will help you make it a success.

Business Junction's vital statistics

- London's leading independent business referral and resource network
- London's second largest business network, operating without boundaries or barriers
- Over seven years of networking event and business seminar organisation experience, including delivery of high quality company audiences
- Combined experience of over 500 professional events, business seminars and workshops
- Over 80 events projected for 2009
- Special seminars on business topics throughout the year
- Special sector-specific networking events, including Built Environment and Creative/Investment Sectors
- Events attended by around 3,500 business people per annum
- Events held in exclusive venues across London
- Online Alerts system sees an average of 150 referrals, requests, recommendations and notifications passed between members per month
- Invite and information database of 21,000
- Exclusive information and preferred suppliers recommendations for large organisations
- Inter-member new business contracts worth hundreds of thousands of pounds exchanged each month through Business Junction with a recent £4.2M contract secured.



BUSINESS JUNCTION SUMMARY

Business Junction is entrepreneurial in its spirit, independent in its nature, professional in its management, ambitious in its scope and business focused at its heart.

Business Junction delivers quality networking opportunities to London entrepreneurs, business owners, company directors, creatives, professionals, management and staff. We are uniquely positioned, whether by brand, experience, geography and connections to deliver this kind of audience to our partners.

Business Junction and Women's Junction together are able to target specific target audiences, helping you deliver programmes and contract commitments. Our events are always high quality and our brand is trusted to give businesses what they require, in terms of events, support and training.

The Business Junction effect works for our members and guests. We contribute to the growth and wealth of the companies, which see us as their most effective marketing mechanism, bringing clients and customers to companies of all sizes and sectors. Please contact us to discuss your requirements for 2009.

In the meantime, let our member clients tell you about the Business Junction effect on their business in their own words.

Fiona Ross

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TESTIMONIALS



"From business found and won through Business Junction events, especially now a group of us members in advertising and IT are working on a project for Microsoft, launching in 2006, I can say that close to 40% of our turnover can be attributed to our membership of Business Junction."

"Our biggest client found us through the Directory, if we hadn't been featured, we would never have had the chance to pitch!"



"I am a keen supporter of Business Junction. Through regular attendance at events, we pick up around 6 new clients each event we attend. Our membership is unparalleled in attracting new users and these contacts account for 25% of all our business."

"Since starting our business several months ago, nearly 40% of our business has come through the network. It is by far the best marketing investment we have made. Thanks very much to Business Junction for a great start in business!"

"Business Junction events are not only a great source of business referrals; they also give me the opportunity to talk to my target sectors. And Alerts are brilliant! They keep us connected!"

"Business Junction lunches are friendly, relaxed and a great way to do business with people. Attendees are a cross section of business professionals and I have found a good deal of useful, profitable and interesting connections with other businesses."

"I've been a member for three years, first as a freelance producer and now as the owner of my own production company. Networking events are always worth attending: you never know who you're going to meet. With Business Junction, it's not the hard sell, it's about interacting with the people working in the community around you."

"Reed Employment has found membership to be particularly beneficial and have begun many new business relationships as a result. It is great to meet people in a less formal environment where we can talk socially as well as about business. The events are always well organised and are always very welcoming."

Business Junction is not just any business referral networking group. With enormous energy, commitment and experience, they bring together a range of dynamic companies. Together with Alerts, Business Junction provides a unique business facility that has been hugely influential in enhancing our business."

"I always try to use people in the network whenever I can. You get a sense of trust from other members that really important. It's great to know you can rely on people and their recommendations."

"Joining Business Junction was certainly the right move for us - it's great to be part of the business community. It has given us valuable leads which have led to us represent some fantastic film and photographic locations. Thank you!"



"I have been a member of Business Junction for over a year. I have made many great contacts - and friends! - at the networking events, and the unique Alerts system has been invaluable for sourcing anything from a builder to a bookkeeper - while allowing me to make recommendations of my own. And with events all over the City Fringe, there are always opportunities to broaden my business' horizons."

FEATURED MEMBERS



Accelerator - London Met Uni

Andaz Hotel

Archant

Bishopsgate Institute

Cantaloupe

Charterhouse Voice & Data plc

Christ Church Spitalfields

City Business Library

City Fringe Partnership

City Golf & Health Clubs

Copping Joyce

Cortel

Creative Industries Development Agency
(CIDA)

Cumberland Ellis

Dominion

East London Design Show

ETC Venues - Dexter House

Express by Holiday Inn

Family Planning Association

Fifteen

Flight Centre Business Travel

Glass Partnership

Glaziers Hall

Haime & Butler

Hackney Empire Ltd

Hi Sushi

Hoxton Apprentice

Hoxton Grille

Invest In Hackney

Jerram Falkus Construction Ltd

Jurys Inn Islington

Ketchum PR

Knowledge Dock

Layton Blackham Insurance Brokers Ltd

Little Ship Club

London City University

London Environment Centre

London Metropolitan University

Lubbock Fine

MWB Business Exchange

National Industrial Symbiosis Programme
(NISP)

Old Sessions House

Premier Choice Group

Printing.com

Rivington Place

Rookery Hotel

Royal Association for Deaf People (RAD)

Scotch Malt Whisky Society

Scott Wilson Ltd

Shish Restaurants Ltd

Shoreditch Town Hall Trust

Shoreditch Trust

Sitemorse PLC

St Bride Foundation

Stirling Ackroyd

Stonemartin

Swan at The Globe

Thames Clippers

The Food & Drink Group PLC

The Real Greek - Clerkenwell

The Zetter Hotel

Vantis Sharles

Vizards Tweedie

Vizards Wyeth

Withers & Rogers LLP

Zigfrid Von Underbelly