

COLLEGE OF
NORTH WEST
LONDON

FREE Seminar

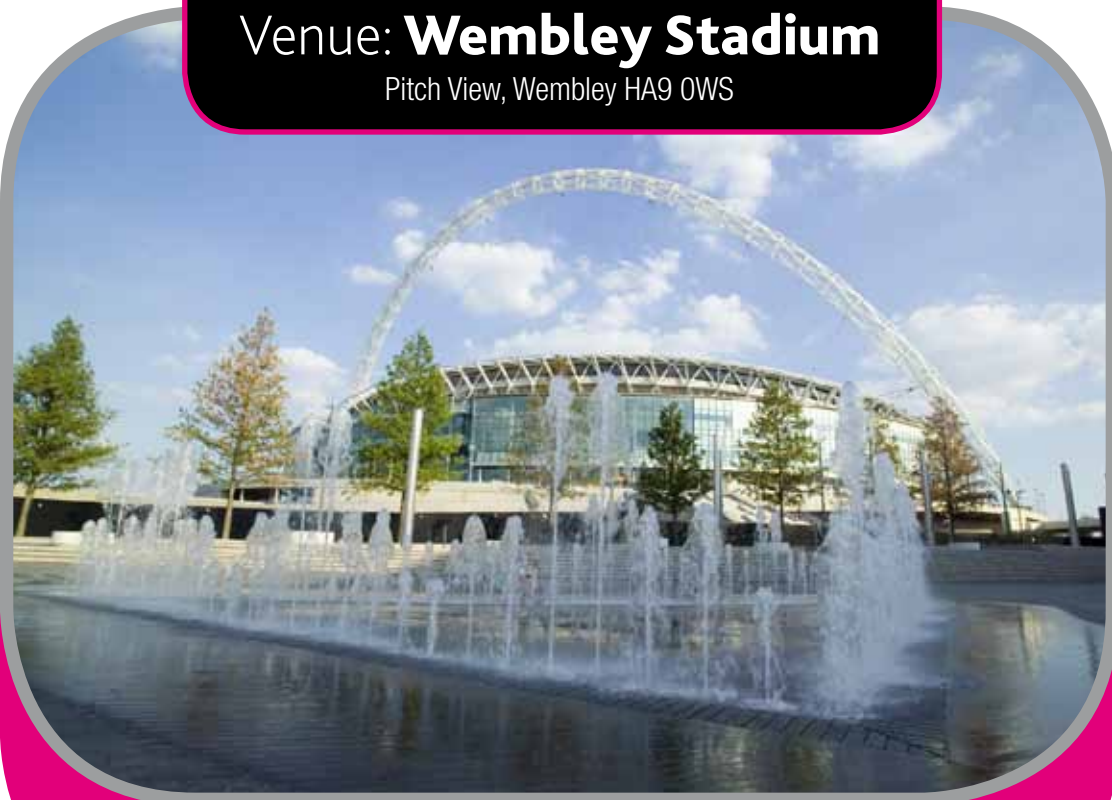
'Make your website work for you'

Tuesday 23rd February 2010

12.30pm - 6.00pm

Venue: **Wembley Stadium**

Pitch View, Wembley HA9 0WS



Limited Spaces (max 50)

early booking is essential!



- Time:** 12:30pm Registration & Networking Lunch
1:30pm Presentations from Expert Speakers
4:15pm Wembley Stadium Tour (optional)
5.00pm Close & Champagne Reception

Entry passes will be sent on confirmation of booking

Key topics by expert speakers include:

▶ **Web design**

ensure your website is user and search engine friendly

▶ **Search engine optimisation**

Understand how search engines work, pay per click advertising & using the right keywords

▶ **Online selling**

Sell your products effectively online, persuading buyers to buy

▶ **E marketing**

How to use email & sms as a marketing tool that really works for your business

▶ **Branding**

Create a brand that promotes your business on and off line



Enjoy lunch and refreshments

followed by a Tour of Wembley Stadium.



TO BOOK



Complete the booking form enclosed and return to us by post or fax.

College of North West London

Business Development Division, North End Road, Wembley, Middlesex, HA9 0UU

or **book online** www.cnwl.ac.uk/????

Meet the experts!

▶ Simon Connor

FE Marketing

Simon is one of the UK's leading online marketing experts with a proven track record of helping organisations attract, convert and retain more customers online. Some of his successes including helping one client to generate over one million pounds of online income in just 14 months.

▶ Trenton Moss

Director, Webcredible

As Director and founder of Webcredible, Trenton is responsible for defining and developing Webcredible's business strategy and driving growth. He also plays an active role in client business and has been instrumental in securing contracts with many high profile clients.

Trenton is one of the most recognised names in the user experience industry and is a regular public speaker on the topic. He's passionate about what he does and his work has been published and endorsed on 100+ websites and in numerous offline magazines and newspapers.

▶ Tania Chamma

UK Country Manager, Oxatis

Tania joined Oxatis in 2008 to head up business development for the UK market. With a focus on building partnerships and developing the platform in the UK, Tania has also developed expertise on the Oxatis solution. Among other responsibilities, Tania is in charge of sales and technical support, expanding the Oxatis reseller network and building partnerships for the continuing development of the Oxatis E-Commerce solution in the United Kingdom.

▶ Clifford Thomas

Managing Director

The Business Development Consultancy

Clifford has over 25 years experience working within Sales and Marketing. Formerly Sales Director of IMS Telecom PLC Clifford is now the owner and Managing Director of the Business Development Consultancy, one of the South East's largest sales consultancies, which over the last ten years has assisted business owners close the SME Sales Gap.

Creator of the unique Intelligent Selling an approach which assists business owners meet business challenges such as:

- Not having enough time to win new business
 - Over reliance on a few large customers
 - Not having the resources to develop a sales pipeline
 - No sales plan or strategy
 - Finding it difficult to explain clearly what it is they do
 - No Tangible USP's or communication of them
 - Inefficiency of stop/go sales efforts
-

▶ Kay Phillips

Specialises:

Sales, Marketing, Business Development and SMS communications.

Kay is a highly skilled communicator with advanced Business Development, Sales and Marketing experience – across industry, but mainly in the Hospitality, communications and I.T sectors. As well as being a business owner. She has a proven track record on improving companies' strategy and results.

Key Areas:

- Building Brand Awareness
- Promoting to Target Market
- Market understanding
- Advanced Selling skills
- Good communication skills

Contact Details or more info ?????

Wembley Stadium

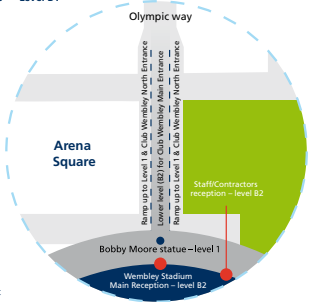
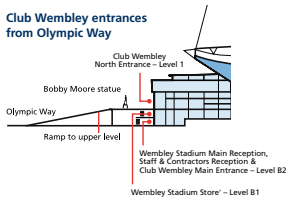
Pitch View, Wembley HA9 OWS.



Access & Car Parks



Club Wembley entrances from Olympic Way



* Please note that to travel to Gate 3 from Gate 5, turn left into First Way and follow the one way system (via Fifth Way) all the way around then turn left into South Way
 † The Wembley Stadium Store is accessed via the stairs at the North of the stadium in front of the main reception on level B2. The store is located on level B1 to the right of the East Ticket Office

