

The View from the Top Network: “Brilliant... refreshing... it was so great I could have stayed there all day.” “An excellent network and one I always recommend.” “Quality people.” “I love the informal atmosphere.” “My top choice from the networking I do - I've had more leads from this group than any other networking groups I attend.” Just some of the things women said about View from the Top lunchtime networking.

Meeting on the second Wednesday of every month (except August) the Network brings together women running businesses, to support each other, buy and sell, learn something and explore ways of collaborating. But make no mistake, this network is not just another talking shop, it is an opportunity to *do business* with other women. Bring your business cards. take away information and samples. All women welcome. whatever your business.



Giving her “View from the Top” in May is:

**Suze Watts**

The New Fat Cat Ltd

***‘Branding on a Budget’***

Having a 50 page glossy brochure is pretty much out of the question for most small businesses. But there are lots of options available for smaller budgets which, used effectively, can form the basis for a strong and continuing brand promotion. Looking after your brand is critical - it is the visual representation of your business! Suze will be:

- sharing knowledge of brand development
- giving ideas on cost effective marketing literature & promo items
- sharing tips on making the most of your visual space on these items

Suze is an experienced graphic designer with over ten years in the industry - five as director of her own business, Fatcactus. She is now creative director and 50% owner of The New Fat, a Nottingham design agency offering creative design for brand communications.

**Wednesday 14<sup>th</sup> May - 12.00 noon - 2.00 pm**

Sillitoe Room, View from the Top Gallery, 4<sup>th</sup> floor Waterstone's,  
Bridlesmith Gate, Nottingham, NG1 2GR

Visit [www.viewfromthetop.co.uk](http://www.viewfromthetop.co.uk) for detailed directions

**Drop in any time between 12.00 noon and 2.00 pm**

£10.00 members (£15 non-members) including lunch

(see booking form for membership details)

To secure your place, complete the booking form and return with payment.

(You can just turn up on the day but there are business advantages for members booking in advance.)

For more information or to pay over the 'phone call Katie on 07951 997528

Sponsored by:

VIEW from the top

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

Nottingham's creative meeting venue and gallery

## View from the Top Women's Business Network

### Events Room, View from the Top Gallery,

4<sup>th</sup> floor Waterstone's, Bridlesmith Gate, Nottingham, NG1 2GR

The Network meets the second Wednesday of every month (except August). Its purpose is to bring together women running businesses, to support each other, sell to each other, learn something and explore ways of working collaboratively. The meeting includes a great lunch and **roughly** runs to the following timetable:

Lovely buffet lunch & networking - 12 – 12.45pm

Presentation – 12.45 – 1.30pm – a Network Member shares their specific expertise

1.30 -1.40 – Notices from network members

1.40 –2pm discussion & further networking (or until as long as you need)

The venue includes a free exchange table where you can leave details of your business for other participants to pick up, and you can check out people to make contact with.

Marketplace tables – if you'd like more room than the communal exchange table, you can hire one of a limited number of marketplace tables (no more than 6 per meeting) for selling/demonstrations/information. Tables are allocated on a first-come basis with priority given to those that have not previously had a table and to Network Members.

£25 members / £40 non-members.

If you would like to be the presenter at a future meeting please include a brief note of your idea with your booking form. We look for presenters who can share something useful with participants – it's not a pitch slot for your business - though it is an opportunity to show what you know or you can do!

### Becoming a Women's Network Member

From April 2008 we are asking participants to consider paying £5/month membership fee to help to facilitate, sustain and develop the Network. Network Members receive a number of immediate benefits which will increase with the growing membership. The starting benefits are:

- § Names of members who advance book to attend the Network meeting will appear in a special 'Members Attending' section of the promotional emails, with a link to their website. At least one mailing goes out per month to nearly 500 local businesswomen and it is promoted on other sites.
- § Reduced rates for hire of marketplace tables at Network meetings (£25 r/t £40)
- § Hire of VIEw from the Top gallery or meeting room at not-for-profit rates.  
(eg. Main Gallery @ £500 r/t £600/wk. Meeting room delegate rates @ £25/head r/t £27.50)
- § Entitlement to use the VIEw from the Top clubroom available shortly.

### All monies raised through membership will be used to support, sustain and develop the Women's Business Network.

Membership fees of £5/month will be taken by standing order on the first of every month. If you would like to become a member please return the Standing Order Form with your Booking Form and payment for the next meeting (please see below). Get it in quickly and you might make it into the 'Members Attending' section of the next promotional email.

## Booking form

### 1. New members

To attend the meeting as a member please complete:

1. this booking form **and**
2. the attached Standing Order Mandate **and**
3. send with a cheque for **£10**

**2. Non-members** - please complete this booking form and send a cheque for **£15**

**3. Members** - please complete this booking form and send a cheque for **£10**

**Cheques should be made payable to: View from the Top Ltd**

Name:	
Company / Organisation Name:	
Address:	
Website Address	
Post Code:	
Tel:	
e-mail:	

**Dietary Requirements** - a third of our food is vegetarian but please tell us if you have any special requirements.

I would like to attend the event on 14<sup>th</sup> May 2008 and become a Network Member. I enclose a cheque for £10.00 and a Standing Order Form for £5 / month

I would like to attend the event on 14<sup>th</sup> May as a non-member. I enclose a cheque for £15

**I'm already a member and enclose a cheque for £10**

I cannot attend on 14<sup>th</sup> May but would like to receive details of further Women's Network events

I would like to be kept informed of any other events at the View from the Top events room and gallery

Is this your first meeting?    Yes / No

**Where did you first hear about the View from the Top Women's Network?**

**If you've attended previously, please give examples of anything you've got out of it – be specific if you can – we've got funding / sponsorship bids in mind!**

Please send this form with your cheque to:

**View from the Top, 4<sup>th</sup> Floor, Waterstone's, Bridlesmith Gate, Nottingham, NG1 2GR**

NEW STANDING ORDER INSTRUCTIONS

To ..... **Bank**

Please set up the following Standing Order and debit my/our account accordingly

**1.Account details**

Account name ..... Account number 

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Account holding branch ..... Sort code 

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Branch address .....

.....

**2.Payee details**

Name of person or organization you are paying **View from the Top Ltd**

Payment reference - your name or company name  
.....

Sort code 

0	9	0	6	6	6
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Account number 

4	3	3	8	4	2	0	1
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**Abbey, PO Box 383, 21 Prescott St, London, E1 8RP**

**3. About the payment**

How often are the payments made - **monthly**

Amount details **£5.00**

Date and amount of first payment - **£5.00** June 1<sup>st</sup> and first day of every month thereafter  
until further notice

**4. Confirmation**

Signature(s)

Date .....

**We will forward this form to your bank.**