



"My, what a tangled web we weave..."



Kirsty Farrelly

Unweaving the web & turning visitors into customers

Do you have any of these issues about your website?

- "I don't know where to start."
- "I don't know how to choose a designer."
- "I don't know what it will cost."
- "How do I know what I am paying for?"
- "What do I do next?"

If you are passionate about your business then you need a site that shows that passion to your visitors. Only then can you make the connection you need. With web skills backed by 17 years of retail management, Kirsty offers a unique approach to the world of the web. Let her guide you to create a clear concise message and the right first, all-important impression of your business. In small manageable chunks you will gain a clearer understanding of what works (and what doesn't) on websites. Once you understand the practical, basic principles of website design and construction you can ensure your website gives you the best value for money, maximizes your sales and offers your visitors and customers the best experience possible.

View from the Top's Women's Business Network meets at lunchtime on the second Wednesday of every month. It's not just great, friendly networking but an opportunity to do business with other women. Bring your business cards and take away literature for the exchange table and announce your events during time for notices. If you want to find great suppliers, or women are amongst your target market, don't miss it.

***'I've had more leads from this network than any other I attend.'* 'Always top of my list.'**

8th October - 12.00 noon

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

Visit www.viewfromthetop.co.uk for detailed directions

Lunch and networking from 12 noon, presentation starts 12.50 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.
For more information or to pay over the 'phone call us on **07951 997528**

Sponsored by:

VIEW from the top

www.viewfromthetop.co.uk
meeting room and gallery

View from the Top Women's Business Network

Events Room, View from the Top Gallery,
4th 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 – 12.50pm
Presentation – 12.50 – 1.45pm
1.45 – 2pm Notices

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. September's meeting has a selection of Marketplace Tables with a green theme.

£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 over 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 are 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** made payable to

[View from the Top Ltd to:](#)

VIEW from the Top

4th Floor
Waterstone's
Bridlesmith Gate
Nottingham
NG1 2GR

2. Non-members

To attend as a non-member please complete this booking form and send a cheque for **£15** to the address above.

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

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 8th October 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 8th October as a non-member. I enclose a cheque for £15

I cannot attend on 8th October 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

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

If you've attended previously, please let us know what you think about it – good or bad!

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

--	--	--	--	--	--

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

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Account number

--	--	--	--	--	--	--	--

We will complete the above with our account details

3. About the payment

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

Amount details **£5.00**

Date and amount of first payment - **Nov 1st and first day of every month thereafter £5.00 until further notice**

4. Confirmation

Signature(s)

Date

We will forward this form to your bank.