

VIP Appointment

Vicky Greenhalgh of PEM assisted client Sarah Clarke of Armchair Opticians with a VIP visit as part of ongoing marketing support. NHS award winning Optometrist Sarah Clarke had a special appointment with Macclesfield's MP David Rutley.

David visited Sarah and her staff at her independent practice to find out more about the two Innovation in Healthcare NHS Northwest Awards that she won in recognition of her services to providing care in the wider community.

The awards enabled Sarah to expand home eye care services, using more advanced techniques for testing people's sight in their own homes and greater collaboration with other healthcare staff.



Pictured: David Rutley MP having a retinal photograph with Sarah Clarke of Armchair Opticians

Following the awards Sarah analysed the experience of over 100 patients. 73% of the patients surveyed are aged over 80 years old but only 11% were aware of their entitlement to a free NHS Home Eye Test; 78% reported vision problems at the time of their eye test. An estimated 14% of falls and associated hospital admissions could be avoided through improved eyesight.

David said "Sarah demonstrated to me how her forward thinking patient approach benefits many in our community. I was most impressed with Armchair Opticians' home eye care service and this fits in so well with improving services for our ageing population."

The pivotal journey since 2005

PEM will be celebrating 6 years in business with the launch of a new website, a video and potentially its own app. In the early days the business had a kick start through work from other consultancies who needed to tap into our experience and use our management and marketing expertise to assist their larger clients like NHS Hospital Trusts and Universities. Gradually PEM has built up its own portfolio of clients whilst still working for other consultancies.

One of the most significant consultancy projects has been our involvement with the NWDA's £10M High Growth programme delivered by Winning

Pitch plc. With PEM's combined experience across strategic management and marketing we were able to support high growth companies across all the functional areas of the business from developing long term strategies through to training marketing teams in brand building.

With direct clients PEM has been working with most of these for over 4 years on a regular basis and others ask for our support on a project basis from formulating KPIs for new management to writing website copy. Chris Greenhalgh commented "In the current economic climate our clients' cash flow has become a much more important part of my



Pictured: A snapshot of WPtv producing PEM's one-minute video for the new website

work and we now have developed some extremely useful contacts who will support businesses financially where others won't." Chris added "We know the future will be challenging but at the same time rewarding as we see our clients flourish."

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Breaking down the barriers



Pictured: Deborah Leary, President of the British Association of Women Entrepreneurs, Melanie Bryan of Why Not Change, Erika Wenzel, CEO of CEC, and Carol Young of CEC

With places limited to 250 PEM has already booked a place at the region's biggest networking event. Indeed last year Vicky Greenhalgh of PEM attended the event with a client, met some others there and got to know some really engaging people.

Vicky said "It was well worth taking a day out to combine networking with some useful workshops on running a more effective business and breaking down the barriers. The keynote speakers were very inspiring. One of our clients has since approached guest speaker Deborah Leary OBE of

In view of the success of last year's North West Women's Enterprise Day another full day event will take place on Friday 28th October at Cranage Hall near Holmes Chapel in Cheshire. The event won an Outstanding Impact Award in 2010 from Enterprise UK.

Forensic Pathways with a proposal to use her company's expertise to design a new product. Voted one of Britain's Top 100 Women Entrepreneurs by Real Business Magazine in 2009 Deborah certainly lived up to her reputation and had some great tips for women in the boardroom. One of this year's speakers is Ruth Clemens of The Pink Whisk, finalist in the 2010 BBC2 series, The Great British Bake Off and looking forward to that already."

Sponsored by Cheshire East Council there are a few places left: www.womensenterprise-day2011.eventbrite.com

New PEM Network Partners:

- PEM is now an Approved Coaching company with the High Growth Foundation: www.highgrowthfoundation.co.uk



STOP PRESS

- £1,000 funding available Leadership & Management Training - call PEM for a fact sheet
- Watch out for PEM's "elevator" video filmed by WPtv
- New PEM website to be launched SOON

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Strategic Planning, Business Operations & Marketing
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Marketing Buzz from Bradford

The Chartered Institute of Marketing (CIM) conference in Bradford was an action packed day. With three keynote speakers and the same number of workshops the subjects covered technology in marketing, social media as well as selling to professional services with new legislation on 6th October for legal practices where changes will allow non-lawyers to own and invest in law firms.

Fellow of the CIM, Vicky Greenhalgh said "for me one of the most thought provoking talks came from Professor Malcolm McDonald who gave a straight talking presentation about the past, present and future of marketing emphasising the need for professional marketers to have a higher profile in the boardroom and use all

the tools available to effectively target prospective clients. She agreed that there is no excuse for a small business owner receiving a call about fleet cars when there is so much information at our finger tips to build up a meaningful profile of prospects".

Vicky added "A similar theme of access to quality information and using it in the right way was threaded through the workshops I participated in whether the subject was on social media or technology. This was well demonstrated when I was part of the winning team (pictured top right) given a technology marketing challenge by Liquid Accounts. There were eight teams and we came up with the best sales pitch to sell real time accounting software to marketing agencies. The



Pictured from left to right: Liquid Accounts Winning Team - Rachael McCann of Ove Arup & Partners, Michelle Morley and Mark Lewis of Analox and Vicky Greenhalgh of PEM

winning point was a focus on sales people being able to seize the moment with a sale when quotes could be amended instantly through "cloud" computing.

Overall, a valuable day for CPD hours and making new contacts."

A few forthcoming CIM events are highlighted in the networking section below for those interested in learning more about marketing.

Changing Landscape

Vicky Greenhalgh attended a South Cheshire Chamber of Commerce & Industry luncheon at Rookery Hall.

With an audience of over 100 guests celebrity guest speaker Pete Waterman took the opportunity to give people his vision for the future business landscape.

At the time there were so many changes in the political and economic landscape and he said there would be tough times ahead but he supported the emergence of the Local Enterprise Partnerships (LEPs). However he pointed out that local businesses had the chance to get involved and they must if they wanted to have a much more direct influence.



Pictured: Guest speaker Pete Waterman with South Cheshire Chamber of Commerce & Industry Chairman, President, CEO and members at the Business Luncheon and AGM at Rookery Hall

As someone who has invested millions in opening a depot in Crewe as well as spearheading an engineering apprenticeship scheme for young unemployed people, he gave the impression that every business has a part to play in projecting the economic interests of Cheshire.

Vicky said "This was a year ago and whilst the landscape has got even tougher, as a small business we still value the networking opportunities the chamber provides. I get to know new people at every event and usually learn something new about the local business community or ways to improve the way we do business."

PEM's Top 10 Tips on Digital Marketing:

1. **LinkedIn - invest time in building your profile**
2. **Write engaging content for a Business Facebook page**
3. **Keep up with the pace on Twitter**
4. **Feed Twitter into your website for fresh content**
5. **"The Cloud" saves time having the most up-to-date documents to share on the web**
6. **Microsoft Photo Story is free software to make your own "film" using photos**
7. **Set up a YouTube account to publish videos**
8. **Apps - think of something to engage with your clients?**
9. **Use goo.gl url shorteners like this: <http://goo.gl/29mn6>**
10. **Use QR codes to guide people to a web page:**



Networking Events



Pictured: Business Event for Enterprise with Ruth Clemens of The Pink Whisk, Imran Hakeem of iTeddy and Julian Cobley on Cheshire East Council's Broadband

For networking and CPD learning with the **Chartered Institute of Marketing (CIM)** here are some events planned:

Media City
3rd Nov 2011
6-8pm
Salford

Viral Marketing
By Simon Poyser
16th Nov 2011
6-8pm
Chester

Marketing Grant's whisky
6th Dec 2011
6.30-8.30pm
Stoke-on-Trent

For MORE events across the UK and to **book online go to:** www.cimnorth.co.uk

Daresbury Science & Innovation Business Breakfast Meetings:

Meetings last Friday of the month
21st Oct 2011
25th Nov 2011
16th Dec 2011
8-9.30am
Daresbury

North West Women's Enterprise Day
28th Oct 2011
Holmes Chapel

For the most up to date information on this event and others visit: www.eastcheshirechamber.co.uk

South Cheshire Chamber Business Awards 2011 Awards Ceremony
2nd Dec 2011
Evening
Crewe Hall Hotel

For more details on the awards please visit: www.southcheshirechamber.org.uk

Plus

Macclesfield & Wilmslow Business Awards 2011
Gala Dinner
10th Nov 2011
Capesthorpe Hall
www.mandwardwards.co.uk

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