

### REPORT OF THE BUSINESS FORUM MID DEVON MEETING HELD ON THURSDAY 20<sup>th</sup> SEPTEMBER 2012, 6.30pm at the TIVERTON HOTEL

#### 1. Welcome and Introductions

Jim Enright (JE), Chairman, welcomed the attendees.

#### 2. General networking

JE commenced this evening's session with a general networking 15 minutes where attendees were invited to introduce themselves to each other on their tables in about 2 minutes each. As usual, a lot of networking took place!

#### 3. Speaker – Sam Fisher – Brighter Creative

SF gave us a very enlightening and extremely interesting talk about Social Media entitled 'Busting the myth that it's not for me', and has made his presentation available [here] for all to see.

#### 4. Speaker – Niki Lathwell – Lathwell & Associates

NL gave us a very good and useful talk about Twitter Tips for businesses, and I think everyone went away thinking about what they were going to say in their next (or first for some) Tweet!

Please see her presentation [here] for more details.

#### 5. Questions

There were no questions this evening, but Kevin Finan of MDDC explained that Richard Chesterton was here and could speak with anyone afterwards if they liked about the MDDC and how we could get involved with them to help our businesses in the area.

KF explained that there was a retail study being carried out in the district, including expansions in Tiverton and Cullompton and an update would be available in November.

## 6. **Close of BFMD**

The **next meeting** is to be held on Thursday 22 November 2012, Tiverton Hotel, 6.15pm onwards.

**Speaker:** The topic this month is Copywriting by Richard Hussey of RSH Copywriting.

We will then have the AGM followed by a discussion about the way forward for BFMD – things the members want the forum to do or not to do in the future.

JE asked everyone to give him details of topics that the members would like to talk about at the March events onwards, and if they wanted to be a speaker at those events (and if so, why people would be interested in those topics). Usually speakers could have a 30 minute slot, but perhaps an hour if they needed it.

JE asked everyone to look at the website and make sure their members details were correct [www.bfmd.org.uk](http://www.bfmd.org.uk) and to contact JE if they were not. Members should also check it includes information such as their Twitter addresses and details of what their business does.

JE thanked The Tiverton Hotel for hosting the event, and reminded everyone that they were still doing the excellent catering for free.

JE also thanked PS for his work on the website and members events, along with John Bodley-Scott and Gordon of the council for their assistance with badges.

**Please do invite other local businesses you know.**

CLOSE at 8.30pm, although again many stayed on to continue their networking.

Kim Knox, Secretary.