

Think Local Seminar

FINGERS ON THE KEYPADS AT AFFINITY BUSINESS CONNECTIONS SEMINAR

Multi-choice questions answered with electronic keypads and stamped passports were just two of the innovative ideas at Affinity Business Connections's 'Think Local' seminar held in July at the Open University.

Twenty-one local companies exhibited and visitors to the stands were invited to have their passports stamped as part of a prize draw sponsored by retailer Hawes & Curtis. Amongst the local companies who gave presentations to the delegates were Black Box Network Services, Liddingtons LLP, Lynx Networks, Business Link and Health Workplaces MK. At the end of each presentation delegates used an interactive keypad to answer a question and the results were shown on screen with the overall winner awarded a free night's accommodation donated by Ramada Encore Hotel.

Host Neil Muxlow explained how through the Affinity Business Club and its online portal he helped local companies to do business with one another. 'I am passionate about Milton Keynes and helping local businesses,' he said. 'With all the hype in the press about the 'credit crunch' thinking local is a huge step towards minimising costs and maximising profit. It also enables us to do our bit for the environment in the process.'

Neil formed the Affinity Business Club in order to assist local businesses to make contact with relocated and start up enterprises. 'It never ceases to amaze me that with all the networking that goes on in Milton Keynes, people still don't automatically think local when they need a supplier,' he said. 'There are lots of pre conceived ideas about the impact of networking. People expect instant results and business straight away, but it rarely happens like that. In order to do so business trust must develop and people have to get to know one another. It takes time, effort and money. You have to be committed to the cause and patient, but it does pay off,' he added,

Elaine Pennell, Director of Commercial Hub PR who attended the seminar said 'It was a great event, really professional with a good mix of opportunities both from a sale generation and supplier perspective. The small detail was well thought through. Well done Affinity.'