

## Affinity Live!

Come and see for yourself how we create a great way to connect and do business

Affinity is expert at connecting people to each other. Our total focus is the local business community and providing ways to enable companies to collaborate and work together. We believe connecting should be pleasurable, friendly and relaxed. We create real business opportunities with credible, professional businesses right on your doorstep.

As a result of all the connecting we have done, and our wide circle of contacts, you are guaranteed to meet new faces you won't meet at other events. We provide two events per month at quality venues with our Gold package or if this doesn't suit you, we have the Silver package where you can attend one per month, offering greater flexibility.

In addition, we arrange helpful, informative seminars and workshops to assist you in the running of your business; all provided by local experts. On a regular basis we organise social events where you can let your hair down and mix with other local businesses and have fun in the process.

We believe we truly offer something different and give you the best arena to increase your profile and business opportunities in the area. Don't just take our word for it...

"Neil is an evident expert in relationship-building amongst like-minded organisations. His tireless efforts in bringing together different sections of the business community are well recognised and appreciated. I would recommend him to any company seeking broader and more effective commercial contacts in Milton Keynes and in the wider national context."

Steve Baker - UK Sales Director, BSI Global

"I've known Neil from Affinity for the best part of 10 years, and have observed him in several roles during that time. From the start he was a keen networker and there's no doubt that he is now one of the most active and best connected networkers in the Milton Keynes area. How appropriate that he should now be running a business doing what he already does very well. He has introduced valuable contacts to me from time to time, and I have no doubt that he will do the same for anyone of introducing a variety of appropriate business contacts. That's what he is good at and I would have no hesitation in recommending his services."

Robert Clay - Founder, CEO, Author, speaker and consultant, DSP Solutions UK Ltd Membership Benefits:

- Affinity Live holds two Milton Keynes based events per month; one lunch event at the Express by Holiday Inn, and one evening event at the Ramada Encore
  - Affinity Live events are by invitation only, which enables us to manage attendees and attract new faces regularly
  - Attendees will be from established businesses and will be key decision makers
  - A guest list will be sent out prior to the event so you can identify the key people who may be useful to you
  - Facilitators will be at every event to introduce you to people of interest and initiate a conversation
  - Relaxed format &ndash; no need to stand up for 60 seconds to introduce yourself
  - No set format for each event, which leaves speakers free to mix and mingle
  - Quarterly seminars/workshops on relevant business topics (additional costs may apply)
  - Frequent social/business events (additional costs may apply)
  - Access to the Affinity Live website &ndash; expert articles, special offers, events and other useful information
  - Regular e-newsletters
  - Annual calendar with event dates highlighted throughout the year so you can plan ahead
- Membership Fees: Members will pay an initial one off fee of £99.00 + VAT (£116.33 inc VAT) plus monthly membership fee We offer a three month trial period to ensure it works for you (joining fee is non &ndash; refundable) Membership Options: Two levels of membership are available: Silver: One event per month (choose from lunch or evening) for £29.95 + VAT per month (£35.19 inc VAT) Gold: Two events per month (both lunch and evening events) for £55.00 + VAT per month (£64.63 inc VAT)

If you feel you need assistance with connecting, we offer additional help with this as we want you to get a return on your investment, not only financially, but also for the time and effort that you have to put in.

For further details or an informal chat contact Neil Muxlow on 0845 434 8010 or email [neil@affinitylive.biz](mailto:neil@affinitylive.biz) Some Useful Tips:

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Understand there is a difference between networking and CONNECTING

- Ask the person next to you what their name is and what they do &ndash; remember, everyone is there to talk to and meet new people and we all like to talk about us
- Look beyond the person you are talking to &ndash; they might not have a requirement for your product or service, but they might know someone who does.

- Avoid sticking with a colleague &ndash; many companies attend events with colleagues, but fail to maximise on the opportunity. Move around, sit at different tables
- Have clear objectives &ndash; take plenty of time to plan; think about the kind of event it is; what kind of people are going to be there? If you can get the attendee list beforehand
- Summarise what you do in no more than 10 words. Differentiate yourself from the competition &ndash; if you provide a service, say what it is you specialise in
- Look to collaborate. Don&rsquo;t sell &ndash; connect. You will achieve more, probably quicker
- Follow up! Do not sell; use it to arrange a further meeting to explore possibilities
- Everyone attending will meet many people at an event or meeting, so what do they take away with them? &ndash; your business card. Make sure your card looks professional. They don&rsquo;t have to cost a fortune, but first impressions count.
- Get a plentiful supply &ndash; Often people turn up without any, or enough, business cards and have to resort to writing on a scrap of paper&hellip; that&rsquo;s so unprofessional
- Note down the date and place you met; it will impress your contact when you speak next time