

Affinity Live! Launch

A KNIGHT TO REMEMBER AT AFFINITY LIVE! LAUNCH

Aston Martin and a guest appearance by Sir Clive Woodward were the main attractions at the launch of Affinity Live! held last Wednesday at the City Discovery Centre. Over 100 local companies attended the relaxed and friendly event. The guest speaker was Arthur Sinclair, General Manager of Aston Martin and Sir Clive Woodward attended as guest of O2 one of the main sponsors. Mirus IT and Clarendons were the other sponsors for the event.

Host Neil Muxlow explained how Affinity Live! has been created to connect credible local companies together. It is by invitation only and will provide two events per month; one lunch and one evening, as breakfasts are swamped already and Affinity wants to offer something very different both in style and timing. This allows people to connect around their business and personal schedules. "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 Live! in order to assist local businesses to make contact with selected businesses all of whom are key decision makers from established companies.

"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 over 7,000 VAT registered businesses in Milton Keynes and I reckon only a few hundred use networking to promote their company and mix with the local community. So we are making it our mission to encourage those who have been put off from the norm to look at Affinity Live! as a way to promote their business and meet fellow professional individuals. Walking into a room full of strangers is daunting to say the least. We want to make it a pleasant and friendly way to 'mingle' by having facilitators to meet and greet guests and introduce them to other guests that will be useful to them and their business."

James Luntz, Partner of DDP LLP who attended the event said "Just to say congratulations on last night it was a great night. And I got two potential leads out of it. Fantastic, thanks!"