



1230 Spring is Sprung!

Network to succeed?

Everyone in business knows that we must network to succeed – don't they? Over the past 6 months I have attended a variety of different events. I've met some very interesting, pleasant people - each event presenting good contacts. I've introduced some of those to other individuals as I promised at the time and have emailed them all.

I received "thank you" replies from those introduced, with possibly 3 emails from those I met before I had a chance to email them. Brilliant, but what about the others?

Now, I'm not taking this personally..... rather that those I've met are missing one vital element of successful networking.

So what have they done and not done?

Presumably they researched a suitable networking opportunity and then attended the event. They spoke with a number of people who showed interest in their business, agreed to get in touch and exchanged business cards.

So far so good.

Then what did they do? Returned to their office and put the cards in a pile for a rainy day.

They missed the "all so vital" step follow up your contacts with a phone call or email

So my rant is ... Why does anyone go to the expense and effort of attending events, meeting contacts and exchanging information if they don't bother to make contact after the event?

Those I met may have decided I wasn't worth contacting – now I take it personally! But another point they are missing is that I have a huge database of contacts in my network who may be able to help them in their business.

I am a connector!

Networking is not about selling, it's about building relationships, that's only possible by being in touch and maintaining contact.

I look forward to hearing from you!



Co-founders
Jackie Groundsell and Penny Denby

We were "captured" at the recent Business Link **What's Stopping You?** conference in Farnham, by the very talented Helen Pointer www.drawnbyhelen.co.uk

Will you be joining the St George's Day celebrations?

Mayor of London Boris Johnson will celebrate St George's Day with a programme of free events, including the popular annual Shakespeare's Birthday celebrations at The Globe and a concert in Trafalgar Square. The Mayor said "St George's Day is a time to celebrate the very best of everything English and the Cross of St George will proudly fly outside City Hall on 23 April".



[Click here to read Fiona's story](#)

1230 Any Other Business? Conference Day—Tuesday 17 March 2009



Courtesy of Britony Photographic
L to R—Chiara Zuccon NatWest Snr Business Adviser
Jackie Groundsell 1230 Co-founder
The Mayor of Bromley, Councillor Denise Reddin
Sue Stockdale of Mission Possible and Guest Speaker
Penny Denby 1230 Co-founder

You said


49%—a highly informative, very relevant and an enjoyable experience. It was excellent value

35%—an inspirational day. I met people who can help my business and will be keeping in touch.

16%—a useful experience. Workshops and speakers were appropriate for my business needs.

STOP PRESS!

Next year's 1230 AOB? — Tuesday 16 March
Guest Speaker—Jan Cavelle, The Jan Cavelle Furniture Company <http://www.jancavelle.com/>
With a string of awards to her credit at the recent prestigious National Sales Awards 2009 Jan was awarded the Direct Line Decade of Excellence Award. Jan is also an Ambassador for Women's Enterprise and a highly inspiring speaker

Can we do more to help you?
Let us know on admin@1230.co.uk 

A number of generous sponsorship packages are available for you subject to your budget and requirements. Contact admin@1230.co.uk to find out more

Coming soon.....

20 May—1230 TWC Maidstone inaugural meeting. Making the 3rd jewel in the crown (location) for 1230 Franchisees Karen Wilkinson and Mandy Shepherd. Booking through the web site www.1230.co.uk and karen.wilkinson1@btconnect.com

25 September

1230 Magical Moments. In association with **Frank Usher Fashions** we are holding a fabulous event at **37th Floor, Number One Canada Square, Canary Wharf, E14 5AP** (the tallest building in London — with the flashing light!). Top magician Matthew Duggan will amaze us with his close up magic and Jenny Agutter star of film, stage, radio and TV will be our guest speaker. Jenny is also Patron of 1230's charity, Ovacome.

Ovacome supports those affected by ovarian cancer and in previous years we have held this event in The Savoy in The Strand and The Gherkin. Both events were amazing so come along and help make 2009 even better – you won't be disappointed!! Further details and booking will shortly be available on www.1230.co.uk