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The Chartered  
Institute of Marketing

Making Green & Ethical Issues Work for Your Business

Research Made Easier

Winning Websites

The Art of Selling

How Business Link can help Small Businesses

How Training Can Help Build Your Business

Can your *business* afford to miss out?

## SMALL BUSINESS NETWORKING EVENT

Wednesday 24th October 2007

08:45am - 1:00pm

at the University Centre Yeovil  
91 Preston Road, Yeovil, BA20 2DN

In association with



*The Chartered Institute of Marketing is working in partnership with the University Centre Yeovil (UCY), Business Link and Yeovil College to offer local employers a unique opportunity to discover how training/learning can turn your business around. The Chartered Institute of Marketing is Europe's largest professional body for marketing and sales practitioners.*

Six **FREE** seminars to choose from:

- **Seminar 1**  
*Making Green & Ethical Issues Work for Your Business*  
Maureen Wincott, UCY
- **Seminar 2**  
*Research Made Easier*  
Brian Doidge, UCY
- **Seminar 3**  
*Winning Website*  
Nina Preece, Impress Media
- **Seminar 4**  
*The Art of Selling*  
David Winter, Sales Star
- **Seminar 5**  
*How Business Link can help Small Businesses*  
Business Link
- **Seminar 6**  
*How Training can help Build your Business*  
Veeda Crichton, Business Training Manager, Yeovil College  
Shaun Hindle, Director of Business Training, Yeovil College

Complimentary breakfast and light lunch included  
plus essential networking opportunities.

## Booking Form

### Delegate details

Title: Mr  Mrs  Miss  Ms  Other

Full Name \_\_\_\_\_

Job Title \_\_\_\_\_

Direct tel no: \_\_\_\_\_

Email: \_\_\_\_\_

### Company details

Company name \_\_\_\_\_

Company address \_\_\_\_\_

Town \_\_\_\_\_

Postcode \_\_\_\_\_

Main Switchboard tel no: \_\_\_\_\_

Do you have any special dietary requirements  Please state:

### Seminars

Please select a first and second choice of Seminar for each session

	Session 1	Session 2	Session 3
1st choice			
2nd choice			

Please return your completed Booking Form (Booking Essential) by **19th October** to:  
Marketing Department, Yeovil College, Mudford Road **FREEPOST (BS89450)**  
Yeovil BA21 3TZ (no stamp required).

There will be a professional photographer attending this event. If you do not wish to have your photograph taken please tick here

From time to time there are new programmes & services and new discounts/funding on offer. We would like to tell you about them. If you do not wish to receive the following mailings, please tick:

Via email

Via post

Via phone

The **University Centre Yeovil** (UCY) is a partnership between **Bournemouth University**, the **University of Exeter** and **Yeovil College**. The building, purchased by Bournemouth University and refurbished to a very high standard, contains a 100-seat lecture theatre, seventeen teaching rooms seating between 12 and 30 students, an AppleMac design suite, three state-of-the-art PC suites and an open study area with ample IT access and a cafe area. This is backed up by the resources of nearby Yeovil College, Mudford Road Campus, including an extensive library, fitness centre and sports hall. The UCY has recently had a **£1 million development** to improve the resources available for students.

The UCY adds significantly to our ability to provide **university-level** courses in Yeovil. In particular, we have added a wide range of healthcare programmes taught by Bournemouth University staff at UCY.

Our aim is to provide people with the chance to achieve their full **potential** and gain a **work-related** university qualification. Most of the courses allow students to retain significant levels of **employment** whilst studying. This not only helps to reduce student debt, but it also provides the opportunity to link theory with practice.

## SPRING EVENT

Sponsored by the Chartered Management Institute

February 2008 (date to be confirmed)

at the University Centre Yeovil

**chartered**

**management**

**institute**

*inspiring leaders*

