



Marketing on a shoestring that delivers results

'making your business leaner, fitter and more powerful'



Marketing Gym Limited Client Case Study: Horsham Microbiz 2008

Background

Horsham District Council business development pioneered the concept of Horsham Microbiz seven years ago. It is a vibrant annual event, aimed at small businesses and people thinking of starting a business whether based at home or in premises. The event takes place at the Drill Hall in Horsham each year and comprises 40+ hand selected exhibitors plus a raft of free added value seminars covering a range of topics, from marketing and PR to networking and online tax. This year, for the first time, the Microbiz brand was successfully extended into running Master classes.

Why Involve the Marketing Gym Limited?

The Business Development Unit at Horsham District Council, headed up by Chris Baister wanted to increase the profile of Horsham Microbiz even further. Dee was brought into the project as a marketing professional after speaking at one of the seminars in 2007 and attending the event every year. Her remit was to be the Brand Ambassador for Horsham Microbiz, charged with bringing on board some of the sponsors and speakers and, really pushing out the PR boat - writing articles and personally promoting the event through radio, print, networking and Masterclass training. The relationship with the Business Development Unit was a collaborative and hands on one, involving many out of hours meetings and discussions!

Some of the Achievements of This Project Included

- **Securing two high profile keynote speakers** in the shape of Tim Breden from Kate's Cakes and Sarah Hatswell from Sovereign Credit Management.
- **Bringing in new sponsors** that added value through financial supporting the event and because the products and services they offered were of real interest to a small business.
- **Successfully delivering a live one-hour radio interview** with Spirit fm to promote the event, the exhibitors, the sponsors and why Horsham Microbiz was the only place to be for any small business or start-up business!
- **Writing and delivering a pre-event Exhibitions Skills Masterclass** where exhibitors and sponsors were brought together in an enjoyable and informal setting to network and to receive some hands on exhibitions skills training. Feedback from this was unanimously positive and it will now be an integral parts of the event. As a result of the training, which also focused on how to dress your stand, the exhibition stands on the day were incredible and prizes were awarded to the best large stand and the best small stand. This generated a real buzz and a friendly competitive spirit amongst the exhibitors, resulting in some fantastic stands and some focused marketing.

Plans will shortly be afoot for Horsham Microbiz 2009 so watch this space!