



## **Meeting Structure**

### **Suggested Agenda**

1. Initial networking over breakfast ( 30 minutes )
2. Chairperson's welcome notices and introductions of visitors ( 5 minutes )
3. Member's and guest's 30 second presentations including referrals and/or testimonials ( 25 minutes )
4. Member's Business Card Box ( pass round during presentations )
5. Member's presentation ( 10 minutes )
6. Secretary/Treasurer - Attendance and finances ( 5 minutes )
7. Social Secretary – Upcoming events/announcements ( 5 minutes )
8. Chairperson's closing message ( 5 minutes )
9. Networking/booking 1-2-1s

### **Arrival/Breakfast**

It is important that all Members and guests arrive punctually. The starting time of each meeting is 7.30am.

Members should sign in, on arrival, and pay for their breakfast choice. Breakfasts are charged separately to Membership. Any Member who fails to pay Membership/breakfast fees will have their Membership terminated. No refunds against Membership will be made in these circumstances. Should any Member confirm that they will be attending a meeting and then fail to attend that meeting, we reserve the right to charge the Member for the cost incurred. Failure to pay could result in the Member being suspended or expelled from the club.

The cost of the breakfast choice for a guest's first meeting will be met by the club.

If a Member chooses to send a substitute in their place, then they will be required to pay for the cost of their own breakfast, as if they were the Member.

## **Referrals**

Broadstairs Business Club will never pressure Members or visitors to pass referrals. We only pass **QUALITY** referrals.

When you receive a referral, **ALWAYS** follow it up as soon as possible, to prevent the lead going 'cold'.

**ALWAYS** tell your contact the name of the person who will be calling them.

Referrals can be passed via the WhatsApp group, text, 'phone, e-mail, or verbally.

Potential customers should also be recommended to visit the Broadstairs Business Club website, which lists the contact details of all Members.

## **Business Cards**

Please keep your supply of business cards up to date in the Club's business card holder.

If possible, please prepare a single A4 sheet, preferably laminated, with details of your company and the services that you offer. One of these information sheets can be passed to each of your co- Members, so that they have your full details to hand when speaking to their own customers.

## **30 Second Presentation**

This is your opportunity to, either promote your own business, or to thank or provide a testimonial for another Member. Try to make it interesting, informative and memorable. Vary the content. Specify what you are looking for and why. Someone in the group, or somebody they know, may be able to help you.

## **10 Minute Presentation**

This is your opportunity to promote your business in detail. To show the Members not only what you do, but how you do it and why you do it.

Some may be polished at presenting than others. Some may be nervous, but remember you are amongst friends and other Members are always on hand and willing to help.

## **1-2-1s**

The over-riding principle of the Club is to recommend and refer your fellow Members. In order to do that the Members must 'know, like and trust' their fellow Members. The best way to achieve that is to understand what other Members offer and what they are looking for by arranging 1-2-1 meetings with other Members.