



Thetford Manufacturing Excellence Club Meeting

Thursday 14th June 2007 at 15.00

Hethel Engineering Centre



MINUTES

1. Attendance

Ian Rudling
Alastair Rhind
Mark Stead
Jonathan Read
Chris Whitman
Caine Lloyd
Trevor Webster
Alan Copeland
Mark Preston
Roy Denyer
Sharon O'Mahony
Carol Hodges
Tom Palmer
Robert Smith
Paul Taverner
Susan Glossop
Ron Decelis
Paul Spinks
Kevin Whitfield
Lindy Warmer
Ben Handford
Rob Welsby
Andrew MacAllan
Simon Coward
Dorian Hindmarsh

Comtek Ltd (Chair)
Rev Project
Rev Project
Rev Project
Rev Project
Lloyd Precision Engineering
Baxter Health Care
Bridgeland Engineering
Bridgeland Engineering
Pegasus Profiles
P & S Personnel
Job Centre Plus
Merit Plastics
Precision Developments
Acutech Precision & SES Race Products
Thetford Town Council
EEIA
Active Technologies
Active Technologies
Breckland Council
Naked Marketing
Zoom Zoom
Performance Plus Partnership
HEC
HEC

2. Apologies

Richard Bridgman
Andrew Thacker
David Moore
John Moore
John Puddephatt
Lynne Wellbelove
Mick Grossman
Graham Jones
Roger Moore
Leoni Paton
Michael Graham-Cloete
Dave Dixon
Gary Dixon
David Lingwood
Simon Wing
Dean Smith
Jonathan Percival

Warren Services
A & R Fabrication
Anglia NDT
Antonov PLC
Ashill Precision Engineering
Breckland Precision Engineering
Comtek Ltd
EEIA
EEIA
Emerald M3D Ltd
Fotolec Technologies PLC
Garmet Ltd
Garmet Ltd
Griston Engineering
HJW Precision Engineering
Instrument Machine Services
Jeyes Ltd



Iris Bailey
Andy Debenham
Gary Clark-Ward
Rick Worcester
John Home
Doug Berwick
Barry Hobbs
Rob Howard
Richard Towell
Simon Langley
Andrew Barnes
Will Leonard
Neil Adams
Barry Green
James Wells
David Rendells
Karl Turner
David Rice
Vince Croft
Clive Pointer
Ray Beazley

Karris Welding Services Ltd
Lomax Technical Services
Marketing Displays UK
Merit Plastics Mouldings Ltd
Parker Hannifin
Parkes Products
Parkes Products
PCT Ltd
Pemco International
JDS Plaswood
Powertrain Technologies
Powertrain Technologies
Premiair Solutions Ltd
Premier Plastics
Premier Plastics
Rendells Precision Engineering
TEK Optima
Trox
Vanilla Electronics
Warren Services
Recyclite Ltd

2. Welcome, Introductions and minutes from the last meeting

Ian Rudling chaired the group in the absence of Richard Bridgman and proceeded with a round robin introduction.

The minutes of the last meeting were agreed as a true account of the meeting.

3. The Benefits of Online Marketing – Rob Welsby, Zoom Zoom

Rob gave a brief overview of the company and proceeded with a presentation aimed at getting the most from the internet and ensuring your company is seen in the right way.

An emphasis was given on search engine optimisation and effective ways of getting your company showing up under the right condition and in a prominent place.

Tip – By adding your company details to Google Local Search this will ensure that they are prominent for the relevant search terms on the first page. This is free registration and can be found in Google Maps.

Rob went on to talk about pay per click, a system used that will allow you to pick the terms you want the company to come top of a search under and thereby pay a set price for every visitor to the website from the link.

Google analytics allows you to produce a report from the visits to the website. This can be broken down into length of stay, pages visited and where they left the site, enabling you to pinpoint areas for improvement.

Rob also spoke about Digg.com. This is a website that you can post relevant information on that then gets reviewed by its visitors. The more successful the article the higher in Google you will



appear and the more visitors to your website generated. For a case study please refer to the presentation.

For further ways of online marketing and to contact Zoom Zoom please see the attached presentation.

4. Top Ten Practical Tips for Marketing – Ben Handford, Naked Marketing

Ben introduced Naked Marketing and their aims before proceeding with what they see as the most effective ways to market a company.

- *Imagine your customer.* Ensure that you find the correct target audience and relevant individuals. Don't send something to a company with no addressee on.
- *Know your product or service.* It is important that you don't get too technical to someone enquiring about your product. Let them know the benefits it will have to them and answer any further queries.
- *Know your competition.* Check your competition, website, mystery shop, customers and turnover. If they are successful in an area don't feel that you can't use their strengths in your own company.
- *Networking.* This is the cheapest way of marketing your company and one of the most effective. Be sure not to just hand out as many cards as possible, engage with perspective customers and research those you want to meet.
- *Be Direct.* Research your customers and go directly for individuals relevant to your service or product.
- *Seek publicity.* Ensure that you send interesting articles out, and where possible get good, unique photos. Little and often is also better than one large article once a year, this will increase your brand awareness and create a knowledge of the company. Go further than newspapers, look into magazines and local media.
- *Love your customers.* Don't forget about existing customers when searching for new ones. A satisfied customer will be a great marketing tool for your company.
- *Presentation & Pricing.* How your logo, office and staff appear affects the decision of your customers along with the packaging of the product or service.
- *Measure your marketing.* Think why you want to market in the area, what the benefits will be and who will see it. Ask customers where they heard about you, reward existing customers for passing on ones.
- *Over deliver and under promise.* It is better to promise something realistic and then over perform than it is to offer everything and come up short.

For further information please contact Naked Marketing direct.

5. Rev business Community – Rob Welsby, Zoom Zoom

Rob spoke through the Business Community on the Rev Website (www.revproject.com) and the benefits that this can have on your company. Each company will have their own home page that will enable them to present their company to anyone searching the site. Companies registered will also be able to communicate with each other. Within the website there are opportunities to place tenders, recruitment and vacancies, special offers open to the community and general news items. Any company can view these however only registered companies are able to post items, and the website is not restricted by location of the company.

For further information please see the attached presentation or contact one of the Rev Team.



6. Moving Hethel Forward

Simon Coward spoke through his visions and aspirations for the centre. They are one of the enterprise hubs for the East of England for high tech engineering and manufacture. They offer training bespoke to companies as well as NVQ's and aims to produce apprenticeships, full business support including office and workshop space and the hire of latest technological machinery.

They are currently 60% full and looking to be at capacity by the end of the year. This has brought forward the plans to build larger plots around the existing site for companies to grow and progress towards.

For further information on the centre please refer to the presentation attached or contact Simon direct.

7. Any other business

A tour of Hethel was given for anyone who wished to join.

8. Close and date of the next meeting

Due to the holiday demand in August the next meeting has been arranged for 06th September. Venue to be confirmed.