



BUSINESS IN WARRINGAH

www.warringahchamber.com.au

Boost your business with public Relations

The perception people have about your business may be quite different to what you have.

Public relations is a great way of communicating who and what your company is really all about.

The target audience is not only your customers. Employees, suppliers, prospects and the local business community are all influenced by their perception of your business.

Wrong perceptions about your business could be that:

- Prospects are aware of only a few of your products or services
- Customers are not convinced of the value of services or safety of products
- Employees don't believe you care about them
- The community don't see your business as a good place to work.

These perceptions can contribute to lost sales, low staff morale and productivity.

To get started on changing wrong perceptions create a Public relations plan.

The plan should include:

- Goals and objectives
- Who the target audiences are
- What you want to communicate to each audience

There are lots of ways to communicate your message and include:

- Issuing Press kits
- Sending Media Releases to local newspapers, trade journals and radio
- Holding Press Conferences
- Hosting Special events
- Taking part in Trade Shows

Debbie Fraser,
President

15th Annual "Pub 2 Pub" Fun Run & Walk

The Pub-to-Pub walk and fun run is one of the most popular community based events for the Northern Beaches. It has become an institution that forms part of the annual calendar for many local residents. The event attracts everyone from the young and old to the near and far. The 13km run starts at 8am with a unique start on the sand at Dee Why Beach. The course then follows a picturesque route to the Newport Arms Hotel which is probably Sydney's most famous hotel.

The aim of the event is to raise much needed funds for local charities including local Surf Clubs, the Manly and Mona Vale Hospitals, local SES and the NSW Rural Fire Brigade. Over the past 14 years well over \$400,000 has been raised from this event with over \$50,000 being raised in 2006.

NOTE: NO ENTRIES ON THE DAY.
Enter online at www.pub2pub.com.au
or enquiries to info@pub2pub.com.au.

Networking Afterhours

Stewart House will be our host for the July Networking Afterhours. Stewart House is a charity, a school and a hospital where disadvantaged children from 5 - 17 years old visit for two weeks of respite care, including medical, dental and optometrical screening, good nutrition and access to counsellors.

Date: Wed 11th July, 2007 at 5.30pm - 7 pm
Address: Cnr Wyandra Ave & Batho Rd, Harbord
Members: \$11 Non-Members: \$20
Register online at www.warringahchamber.com.au
or contact Sue on 0402 819 031

What's In It For You?

- **Regular newsletters**
Updating members on issues affecting business locally & nationally.
- **Training opportunities**
For local business including business forums covering: sales/marketing, workplace safety, legal, industrial relations, taxation business creativity, accounting, start up advice, basic management.
- **Opportunities to meet with key decision-makers in the community**
Networking After Hours
A bi-monthly function. (held at a different members premises each time). Great networking opportunity also gives function holder a 10 min presentation on their business.
- **Business Breakfast**
Bi-monthly breakfast with a guest speaker covering relevant business topics



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Inspiring
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*We're not gossiping
we're networking*

www.inspiringwomen.org.au

We are a business women's networking group that meets monthly with guest speakers on the northern beaches for either breakfast or luncheons.

Next breakfast meeting is Fri July 27th, to book email sue@inspiringwomen.org.au

YES! Please send me an introduction membership pack

Business Name Phone Email

Principle/s

Address

Description of Business

Mail this coupon to: WARRINGAH CHAMBER OF COMMERCE INC. PO BOX 2099, DEE WHY 2099 NSW OR

PHONE THE CHAMBER ON 0402 819 031 EMAIL: Info@warringahchamber.com.au



Warringah Chamber of Commerce & Industry Inc

Providing support, encouragement and pride of ownership