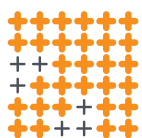


MEMBER IN FOCUS PROGRAM

LIKE TO CONNECT WITH MORE MEMBERS?

Connecting isn't a one - off event...it's driven by how well you communicate your value before, during and after an event.

This is your invitation to connect with more members, showcase your expertise and promote your business so you can attract more opportunity.



**Sydney Hills
BUSINESS
CHAMBER**

**30⁺
YEARS**

www.sydneyhillsbusiness.com.au

IS YOUR MESSAGE CONNECTING WITH MEMBERS?

You deliver value, but how well do you communicate it? Too many businesses have an unclear message and are hard to buy from.

While attempting to connect with members purely via a one – off event is risky, real connection is driven by how well you communicate your value and deliver your message before, during and after an event.

“Well supported by the SHBC team who helped us connect with more members...a valuable investment to promote my business.”

Ammar Quettawala
Director, QTECX Solutions

READY TO SHOWCASE YOUR EXPERTISE?

PHASE 1 PROGRAM ONBOARDING

- + Members are invited to apply
- + Member In Focus planning session
- + Program checklist confirming pre and post event promotional activities
- + Member supplies short business and speaker, corporate headshot & company logo
- + MIF Visibility planned (Inc. event attendance, LinkedIn Group, Blogs & other benefits)

PHASE 2 PRE EVENT PROMOTION

- + Pre-event briefing session to confirm Q & A, key messages, slides, activation space etc.
- + Event Brief Run-sheets and Pre-Event Promotions Activated
- + Create and set up your member deal/ offer and other collateral to promote pre, at and post event

YOUR PROMOTION STRATEGY

Timeframe: WEEKS 1-2



AMPLIFY YOUR MESSAGE

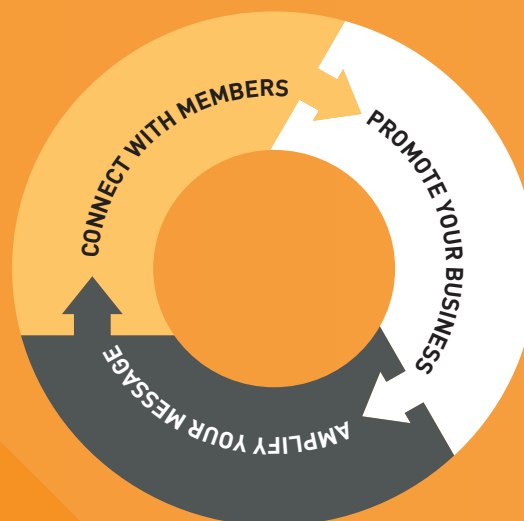
Timeframe: WEEKS 3-7



CONNECT, PROMOTE, AMPLIFY

By clearly communicating what you do, who you serve and why people should care across multiple activities, you'll connect with more members...and develop the skills and content to attract more clients and opportunities on an *ongoing basis*.

We guarantee to deliver at least *five recommendations* to help you best connect with members, promote your business and amplify your message.



8 WEEK MEMBER IN FOCUS PROGRAM INCLUDES:

PHASE 3 MEMBER IN FOCUS EVENT

- ✚ Maximise member engagement via your activation space
- ✚ Conduct Member In Focus Q & A interview
- ✚ Promote your business, including member deal/offer
- ✚ Schedule post event SHBC Blog & LinkedIn Group post

PHASE 4 POST EVENT PROMOTION

- ✚ Post Event member deal/offer shared with SHBC Database
- ✚ Share your Blog Article to SHBC LinkedIn group
- ✚ Action your post-event follow-up plans
- ✚ Membership & Engagement Manager post program debrief

CONNECT, EDUCATE & SHINE

Timeframe: WEEK 8



DEEPER CONNECTION

Timeframe: WEEKS 9-10



WE'RE WITH YOU.

Unsure how to best promote your business? We have the experts to help you showcase your business via a guided process, so you can promote your business with confidence.



This complete program is designed to provide value and visibility for your brand, whilst also building your skills at promoting your business beyond the program.

IS THE MEMBER IN FOCUS PROGRAM RIGHT FOR YOU? TAKE THE FIRST STEP TO FURTHER DEVELOPING YOUR BUSINESS BY ASKING YOURSELF...

1. Am I looking to connect with more members?

☐ YES ☐ NO

2. Do I feel my message could perhaps be a little clearer?

☐ YES ☐ NO

3. Am I open to ideas on how I can best promote my business?

☐ YES ☐ NO

...If you answered 'yes' to these questions, let's talk.

'Member In Focus' is an exclusive, members – only program. We provide several package options for Hosting your 'Member In Focus' event at your own venue or at one of our Venue Partners locations.

Sydney Hills Business Chamber is the 3 - time winner of the leading 'Western Sydney Business Chamber' award. We look forward to learning about your business and helping you connect with more members.

APPLY TODAY

Richard Holland

Membership & Engagement Manager

Mobile: 0409 546 199

Email: membership@sydneyhillsbusiness.com.au

www.sydneyhillsbusiness.com.au

