

**PRESS INFORMATION**

**Saving the Credit Crunch: Marketing without Money**

Newbury College and West Berkshire Education Business Partnership hosted a free marketing workshop for small to medium sized businesses.

The breakfast workshop took place at Newbury College on Thursday 18 February with the aim to help SME's maximise returns on their marketing activity. Keynote speaker Steve Mills of Max Marketing hosted the workshop and highlighted what businesses on a minimal marketing budget can do to optimise the effect of every marketing pound they spend. Steve's talk covered various topics including, lead generation, captivating business through the internet, gaining business from referrals and gaining a substantial amount of business from networking alone! There were plenty of opportunities for the attendees to network during and after the workshop.

Andrew Hooper, Director of Employer Engagement at Newbury College said "We recognise how critical effective marketing is for the success of any business but it can be very expensive and it's notoriously difficult to measure the return on investment. The web has transformed this so that highly focussed, targeted marketing that can be easily tracked and measured is now within the reach of every single business, including the self-employed hairdresser, mechanic or tradesperson – all you need is the knowledge and understanding to kick start your marketing and maximise success and growth in 2010. We're not the least bit surprised the event was over-subscribed and we look forward to repeating it in future!"

Liz Palmer, Business Development Manager at the Education Business Partnership commented "As a local charity, we face the same challenges as many SME's of marketing our activities on a tight budget. We are fortunate that, through our work with local schools and the community, we can offer SME's the opportunity to raise their profile locally and network with other West Berkshire companies whilst making a positive difference to the aspirations and employability of our school children. We hope that some of those who attended the event might consider using the EBP as a no-cost addition to their marketing strategy!"

This event was organised in conjunction with Business Link and West Berkshire Council and proved to be a successful and informative event.

Newbury College can provide bespoke courses in all areas of business development and legal compliance training. For more information on the options available please call the Business Development Team on 01635 845 229

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