



Business Referral Exchange

# networking that works for you

**In business we all know about the power of 'word of mouth marketing' and that a recommendation can open numerous doors to new clients. Extending our network of contacts and establishing positive business relationships is key to increasing that opportunity for spreading the good word.**

And that's exactly why the Wokingham branch of BRE (Business Referral Exchange) recently held a very successful Visitors' Day. Over 30 businesses were represented at this open day, giving people the opportunity to get a taste of what BRE is all about and how it could help grow their business. "We are a very proactive group and this was another successful event for us," explains current Chairman of BRE Wokingham, Sue Viney. "We are keen to extend our membership, but just as importantly, we are always on the lookout to extend our networking activities in the region. That's why, as well as holding visitor days, we often hold joint meetings with other BRE groups in the area, such as Reading, Camberley and Slough."

BRE is a national networking organisation that provides businesses with the tools to expand their client base and develop long-term associations with other organisations in their area. Each regional group holds weekly meetings, usually over breakfast, in which members network and have the opportunity to provide details about their business. Ask any member of a BRE group how this structured, yet flexible, approach to networking has helped their business and you'll be inundated with positive responses. "BRE has given me direct access to a large number of businesses in the area," explains Lacey Callanan, member of the Wokingham group. "I really don't think that my copywriting business would have grown as fast as it has without joining BRE." While the ethos of BRE is to generate quality leads and referrals, it is also about encouraging people to develop mutually profitable relationships and get the most out of networking. "Since only one representative from a profession can join the group, many members find that the scope for synergy is



*Andy Lopata, MD - BRE Networking, guest speaker at a Visitors' Day held by the Wokingham group.*

a great way to expand their business," adds Mike Grant, another member of the group. "For example, the will-writer and IFA are able to refer a great deal of business to each other, whilst the web designer and copywriter team up for projects. The training courses provided by BRE also enable members to improve their networking skills and confidence; there aren't many networking organisations that do this for their members.

**There are current vacancies for a graphics designer/printer, commercial bank manager and promotional gifts supplier in the BRE Wokingham group. In addition to these vacancies, we would welcome enquiries from anybody in other disciplines who may be interested.**

**A new BRE Reading Group is being launched in January and founder members are still required.**

**If you would like to be a guest, please contact Lacey Callanan on 0845 020 4233 or email: [info@lgcopywriting.co.uk](mailto:info@lgcopywriting.co.uk).**

**For further information about the BRE organisation, send an email to [enquiries@brenet.co.uk](mailto:enquiries@brenet.co.uk) or telephone 0845 1004822 or visit the website at [www.brenet.co.uk](http://www.brenet.co.uk).**