



NEWS



Welcome to the February Edition of C2S News.
We hope you enjoy it! Suzanne & Angela *Directors*

INTRODUCING OUR NEW MEMBERS



Ellenborough Park Hotel has 60 bedrooms set in 90 acres of parkland, just 10 minutes from Cheltenham. They offer 5 star quality for exclusive retreats, team away days and corporate meetings. The Hotel's conference facilities are thoroughly modern meeting spaces within a traditional but elegant surrounding. Perfect for Executive Board Meetings and residential meetings for 6-80 delegates. They have four feature-rich private dining rooms, offering the finest 3AA Rosette cuisine, for 4-50 diners. The Brasserie offers a more informal dining option.



Modern Pentathlon is a multi-disciplined sport that consists of five contemporary and diverse disciplines of fencing, swimming, riding plus a combined run and shoot. Centred at the University of Bath the GB Team are preparing for the 2015 European Games to be held in Bath in August and looking forward to success in Rio in 2016. 4-50 diners. The Brasserie offers a more informal dining.



Ricoh is a trusted technology leader, with an impressive track record for innovative and sustainable business solutions. Innovation is at the heart of the business and they are inspired by the individual needs of their customers, from small start-ups to major corporations.

They are a total document and IT solutions provider offering a range of services tailored to your specific needs, from streamlining costs, to enhancing business processes and increasing staff productivity. For eight years running, Ricoh has been named as one of the 'Global 100 Most Sustainable Corporations in the World'.



Executive Forum

Executive Forum members gathered at Cheltenham Race Course to share insights into their journeys to date and their objectives for the forthcoming year. They heard from Clare Reader, Regional Conference & Events manager - South West of the plans of the Cheltenham Race Course and members had an opportunity to have a look round the new £45m build.

Paul Halfpenny, MD, Britannia Construction joined the Executive Forum to talk about his journey and provided some insights into his approach to Leadership.

The next Executive Forums take place at the National Star College; Robert Hitchins; Manor by the Lake with GCHQ; and Renishaw.

Leaders Forum

The first two Leaders Forum of the new year were hosted by new members The Jockey Club at their jewel in the crown venue Cheltenham Race Course.

The topic of the session was Every Leader has a Great Story. An opportunity to glimpse behind the leaders of some of the regions best businesses. Some great stories and opportunities for people to share a little bit about their journeys and what has driven them.

Lee Moulson, Regional Sales Manager, The Jockey Club gave the group an overview of The Jockey Club and Cheltenham Race Course. He provided some key facts, for example that horse racing is the second biggest spectator sport in the UK, the second biggest contributor to GDP of any sport and the second biggest employer in sport.

The Jockey Club is the largest commercial organisation in British horseracing, with a turnover in 2013 of £159m however as it is governed by Royal Charter, all profits it makes are reinvested back into the sport. Once responsible for the governance and regulation of British horseracing, today it owns 15 of Britain's famous racecourses, including Aintree, Cheltenham and Epsom. Some of that profit can now be seen being spent in the £45m development at Cheltenham.

The next few Leaders Forums will take place at National Star College in February; Robert Hitchins in March; Manor by the Lake host GCHQ in April; Brickhampton Golf Club in May in partnership with Quolux.



Join us for a Marketing Masterclass on 5th March

20 questions to ask to ensure you maximise your marketing spend

With over 25 years experience of Marketing and Public Relations experience, Circle2Success Member Darren Stevens from Prestbury Marketing is ideally placed to highlight the questions you need to be asking to get the most from your Marketing spend.

In this fast paced, practical workshop Darren will run through 20 questions that you should be asking about your own businesses marketing, or pose as a question to your marketing manager or agency. These questions will help you explore what aspects of your marketing and PR are working as hard as they possibly can be and which can be improved or made more efficient.

In Darren's career he has worked for Bang & Olufsen and spent 20 years at Chelsea Building Society, where he became Marketing Director. He started Prestbury Marketing in 2010 and now works with over 50 businesses, helping them improve the effectiveness of their marketing. The workshop will be held 5th March, 9am - 11:30am at Abbey Business, The Space, Tewkesbury Road, Cheltenham.

To reserve a place on this FREE workshop please email: alysha.gibson@circle2success.co.uk



Introducing a new face!

Name:

Matt Holmes

Job:

Editor of the Gloucestershire Echo

We asked Matt for his 3 big breaks!

I have had three big breaks in my life. My first was working for my father in his greengrocers aged 10. I was moved from filling up the salad to keeping the bananas well stocked. I got a 15p an hour rise and that, along with my dad's inspiring and motivational management techniques have stayed with me ever since.

My second big break was being sent in to do work experience at the Crewe Chronicle in 1992 after university. I fell in love with the job and stayed working unpaid for six months before going off to college to get my journalism qualifications.

Finally in 2007 I was asked to 'have a look at the website' for Gloucestershire Media as the internet was 'really talking off.' Over the next few years I headed up the development of the digital brands and ended up running our sites in Derby, Nottingham, Bristol, Swansea, Somerset, Gloucestershire, Bath and Dorset. In December 2014 I was appointed editor of the Gloucestershire Echo - a bit of a change from filling up the bananas.

If you want to get in touch with Matt

email: matt.holmes@localworld.co.uk



Join us

Gloucester Rugby Business Breakfast

1st April 2015 8am - 9:30am

To book your place:

<https://tickets.gloucesterrugby.co.uk/fixture.aspx>



End of Life for Windows Server 2003 - what are your plans?

Microsoft announced earlier last year that Windows Server 2003 is fast approaching its end-of-life. From July 14th 2015 they will no longer support this version. But what does that mean to you? On July 15th will your server stop working?

Well no, but you will have:

No Updates

In 2013 Microsoft released 37 critical updates for Windows Server 2003. After the 14th July 2015 they will release none. There will be no development and no updates. If you are still running Windows Server 2003 this will have a huge impact on your IT Infrastructure.

No Compliance

If you continue to use Windows Server 2003, your organisation will fail to meet most industry-wide compliance standards and regulations. This could result in lost business or hefty transaction fees and penalties.

No Savings

Maintenance costs of old and out of date servers can add up quickly. There will also be added costs for more advanced firewalls and network segregation.

What should you be doing?

Or maybe the question should be 'what shouldn't you be doing'? You shouldn't be waiting until the last minute to migrate to a new server infrastructure. The problem with this last minute approach is that if the upgrade results in problems or errors and inconsistencies with security or issues with your applications they will need to be rectified straight away rather than being able to progress things in a phased approach.

When looking at your plan to migrate and upgrade, you should include the scope of the project (technical and project management), resource allocation and budget.

You should be preparing a migration and upgrade plan as soon as possible. If you are unsure where to start or what the plan should include then speak to Converge.

We are experts in planning for all eventualities.

Contact us on info@converge.co.uk or call us on 01452 858030 to discuss your requirements.

INVITATION



GLOUCESTERSHIRE
BIG IN BUSINESS

THE LUNCH

29th APRIL 2015

AN INSIGHTFUL BUSINESS
EXPERIENCE AT GLOUCESTER RUGBY,
KINGSHOLM STADIUM

HOST: JILL DOUGLAS TV and Sports presenter
GUEST SPEAKER: KERRY GOLDS,
Managing Director of Abercrombie & Kent, the Travel specialists

11.30-12.30 Speed Networking
12.30-14.30 Lunch

To book contact: angelaedwards@gloucesterrugby.co.uk
<https://tickets.gloucesterrugby.co.uk/fixture.aspx>
Ticket price £30 + VAT






Businesses putting potential sales “on hold”

Businesses are missing out on thousands of pounds worth of revenue annually, simply by putting their customers on hold reveals local business Eurolink Connect. Research shows that businesses put at least 70% of their customers and potential customers on hold every day, despite evidence which shows 75% of callers met by irritating pre-loaded music, or worse silence, will hang up within 30 seconds! What's more, the average time a caller will be put on hold (if they don't hang up first), is more than 40 seconds, which puts a significant value of business at risk. Properly supported and installed 'On Hold' marketing however, can reverse this loss and in fact, on average can be responsible for a 30% uplift in sales of promoted services; not bad odds!

Claire Maddox, Eurolink Connect says “30 seconds doesn't seem that long, but that's the average time it takes for someone to get bored and hang up on a business. Engaging customers with well-thought out and valuable marketing messages will not only keep them on the line longer, but will encourage additional sales, without increasing staff overheads. We use this system ourselves and since installing it, have seen a 9% increase in sales from existing customers and a 23% uplift in conversion of new customers. It's because it showcases you as an expert and helps people pass the time while they wait. It's a must-have for businesses, who without it may well be putting potential sales “on hold”.

To find out more about On hold marketing contact Eurolink Connect: www.eurolinkconnect.com

Gloucester Conservative Association

You are invited to:

Spring Super and Dance

At the Hallmark Hotel, Gloucester

February 20th, Friday 7pm for 7.30pm

Election Round up from Richard Graham MP,
Hot Buffet Supper

Tickets £22.50 from Gloucestershire
Conservative's Office Ph. 01452 371630

Ladies Day Racing with the National Star College

Wednesday 11th March

The National Star College are hosting an event on Ladies Day 11th March at Park Lane, Prestbury, GL52. It's a great location right alongside the racecourse in the heart of Prestbury Village, offering a superb luxuriously appointed marquee adjacent to the course. Including onsite free parking, a private tote facility and a splendid viewing platform which allows you to watch the horses thunder past just a few feet away! And you will be supporting a great cause!

The whole event will provide a great atmosphere catering for over 200 people, it's a great opportunity to catch-up with colleagues and friends; there will be a raffle; bar; tote; prizes and a viewing platform. Also, as its Ladies Day a great excuse to dress up!! Men too!

Date: Wednesday 11th March

Venue: Park Lane; Prestbury

<http://www.natstar.ac.uk/raceday2015>

Cost: £90 per person

Package: Lunch; afternoon tea and prizes

Join us for a great day out!

Circle2Success (C2S) is a network of MD's, Partners and Directors of successful companies who support each other by sharing ideas, short circuiting problems and developing alliances that add real value to Gloucestershire businesses.

Sustaining business growth is only possible if you have a great team, and critical to this is the next generation of managers and directors.

Circle2Success provides opportunities to develop those rising stars, from learning key skills to being inspired by leading business owners.

For more information or to find out about joining us, please call Suzanne on 07971 148 787 or email suzanne.hall-gibbins@circle2success.co.uk