



# BUSINESS NETWORKING INTERNATIONAL



BNI is a positive place for people to meet, build relationships, create business opportunities, and stay focused on solutions.

## Advertisement feature

**B**usiness Networking International (BNI) have two successful chapters in Great Yarmouth and are holding several events to encourage new members to join in. The successful meeting formula, replicated across the world, generated business of over 190 million in the UK in 2009. Both the Phoenix Chapter (who meet on a Thursday) and the Yartoft Chapter (who meet on a Friday) are looking for business and trades people who want a share of this new business by joining the groups. BNI provides a structured and supportive business environment in which local business people can get together to network, learn valuable new marketing skills, and develop strong business relationships. This leads to the generation of significant business for the members. When times are difficult, BNI is a

positive place for people to meet, build relationships, create business opportunities, and stay focused on solutions, not problems. That's why the members of both groups are refusing to let the current economic downturn affect their positive attitude and success.

People interested in finding out more about its positive influence in the business world are invited to two events.

Firstly, the Yartoft Chapter is holding a visitor's day on Friday March 26. Taking place at The Burrage Centre, behind the hospital in Great Yarmouth, the event starts at 6.45am and will finish by 8.30am. Visitors will have the opportunity to talk about their business for up to 60 seconds and share business cards with several new contacts.

You will be shown exactly how BNI word of mouth marketing will benefit your business significantly, get to meet existing members and pick up valuable networking tips.

Seating is already limited for the popular event, so those interested in attending must book their place by calling Sandy Prior of HW Chartered Accountants on 01493 448066. The meeting is available to all and you do not necessarily need to be locally based.

Business Networking International is a 22-year-old worldwide business and professional organisation that allows only one person from each trade or profession to join a chapter. With more than 5,010 active chapters, and 103,607 members, it is the most successful business referral organisation in the world. Being active in BNI is like having sales people working for you, because your fellow members will be carrying your cards and referring your business to people they meet, without you having to pay them any salaries or commission.

In the UK and Ireland alone, there are more than 564 BNI Chapters, which in 2009 gave some 640,000

referrals, leading to business worth £190m for the members. What makes the BNI so unique is that it only allows one person from each trade or profession to be part of the group. Therefore, there is no conflict in passing leads, and none of your competitors can participate.

Secondly, there is a BNI Trade Fair, open to the general public after the event, with dozens of local exhibitors. The event runs from 10am till 3pm and entry is free. All stands have currently been sold out but if you contact Spencer on 01493 452684 you may be able to secure a space from a cancellation.

You will also be able to meet representatives from both local BNI chapters to discuss this further if you wish.

If you cannot make either event then please feel free to attend any of the



regular BNI meetings. These are held on a Thursday and a Friday every week, at 6.45am at The Burrage Centre where breakfast and business will be on the table. You will be made most welcome.

Meet new business, create new business!



# Trade Fayre

BUSINESS NETWORK INTERNATIONAL

Friday 26th March at theburrage

OPEN TO THE PUBLIC FROM 10AM TO 2PM



The Burrage, JPUH, Lowestoft Road, Gorleston, Norfolk NR31 6LA tel: 01493 452684

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