

Abu Dhabi Chamber Al Ain branch hosts Marketing Seminar to support and develop SME's



In line with their continuing efforts to support and foster growth among SME's, the Al Ain branch of the Abu Dhabi Chamber held a free business development workshop titled Marketing for SME's – proven strategies to grow your business on 22nd February 2012. "Fostering the growth of local SME's is a key developmental priority for the Chamber, as small business development is ultimately what will grow and diversify the economy" said Mr Ali Al Neyadi Acting Branch manager for Al Ain.

The workshop was open to all Chamber members and their employees as well as community partners like Khalifa Fund and Zones Corp companies. The event was received extremely well with nearly a hundred local business managers turning out to learn some of the latest revenue generation methods from a panel of 4 business experts. Topics included "Turning on-line marketing into revenue" by Mark Mogridge – Owner of BizMarketing. Mark highlighted the symbiotic relationship between

social media/SEO/Data/e-mail and website and how those tools can be used to determine and track which are your most likely customers. Mark showed how sharing knowledge in the on-line world was key in the revenue generation process and building trust and credibility with your customers.

Dave Bradley, Managing Director of Vantage point Middle East shared his views on "aligning your marketing and sales approach to what customers value today". With the UAE market having changed more than almost any other in the world since the start of the economic crisis, it is critical that companies understand their customers better than their competition. Once companies understand what drives their customers and the decision making process, they can align their sales strategy to these new drivers. Dave gave a step by step approach that businesses can use to discern and adapt to these changes.

Percy Chang, Publishing Director for Oasis Living



Magazine in Al Ain delivered a very insightful presentation titled “live your brand – life after the creation of your logo and tagline”. Percy shared some of her journey in the creation of Oasis Living Magazine and how important it is to be passionate and enthusiastic about your brand and your business in order to succeed. She went through the various elements of what a brand is and stressed that a brand is not just your logo and tag line as many people believe. “Your brand encompasses everything about your company and communicates the value of your business offering. Your brand is everything from your packaging through to your reception staff” said Percy, highlighting the importance of full integration throughout your organization.

Closing the seminar was Phil Bedford, Managing Director and master franchisee of the Referral Institute. Starting his presentation with a bang, Phil got the audience engaged in some energy generating exercises before actively engaging the audience in a Q and A session to get everyone thinking about where the bulk of their business

comes from. The presentation titled “The untapped potential of your network” focused on how studies show that over 91% of businesses get 70% of their new business through word of mouth but only 3% of those companies have any sort of system to develop that network. Phil debunked common myths about networking such as it is merely a meet and greet and exchange of business cards. Phil showed how networking properly and developing your network, can continuously bring you streams of new customers.

After the presentations, there was an active Q and A session with the audience where they had the opportunity to address all of the speakers in a panel discussion. Feedback from the event was excellent. “We need more such seminars where we can learn new business techniques” said a local business owner. “Such events are great for us to learn from industry experts for free”. The Marketing for SME’s was the second in a series of business development workshops being offered by the Abu Dhabi Chamber in Al Ain during 2012. ■