

Tips to survive in tough times



■ Graphic designer Pam Neaves, who is organising a workshop for local businesses.

SUTTON Coldfield's business community have been invited to a 'surviving the recession' workshop next week organised by local businessmen and women.

The Marketing Alliance workshop on Thursday, October 15 has been set up by the founder of Sutton's Mint Creative Pam Neaves and will help businesses improve performance.

Pam, aged 30, who lives in Erdington, said: "My role at the workshop is to teach business people how to improve their corporate identity in order to get noticed.

"In times of recession, we all need to pull together to survive – every business can do its bit to help those who need it."

Pam will be joined at the workshop at Lea Marston Hotel by fellow specialists in telesales techniques, presentation skills, confidence-building and websites.

Andrew Baker, from Peritas Marketing, will be giving tips on websites at the workshop.

He said: "The company website is often an under-performing and under-utilised marketing resource. Yet, with a few simple design rules and some action to drive traffic to the site, it's amazing how easily this can be addressed."

As the workshop is being sponsored by Business Link, places are free for companies who employ between two and 250 staff.

To book a spot call Pam on 0845 1305 382 or 07977 929690.