

**M**ost companies join Liverpool Chamber of Commerce to take advantage of the unrivalled network of businesses in the city and surrounding region. With over 1,800 members covering all business sectors, membership offers the opportunity to meet and do business with the movers and shakers in the city.

The wide range of Chamber events offers members plenty of

opportunities to promote their business, from the sector-specific construction and development events to the more general platform lunches and business after hours, designed to promote the host members.

Phil Blything, Director of digital marketing company Glow New Media, commented: "I've spoken at two platform lunches and both have been extremely useful. We have had more than one opportunity to quote, which I'm certain we wouldn't have had otherwise and we have won business

of strategic importance as a direct result. To me, the platform lunch is a great opportunity to get your message across and increase awareness of your business for minimal investment, never mind the excuse to try all the best restaurants in town!"



**Tel. 0151 227 1234**

**[www.liverpoolchamber.org.uk](http://www.liverpoolchamber.org.uk)**

## CASE STUDIES



### Getting in the picture...

Industrial photographer, Adrian Waine has been a Chamber member for four years. He estimates he has generated £20,000 worth of business in that time, in just one industry sector, with contacts that he met at Chamber events. He says: "Even if you don't get business immediately, you will improve your profile. If someone is thinking about hiring you and you're well known in the business community, the networking that you've been doing can really make the difference."

### Over a nice cup of tea...

While many members are SMEs, the Chamber also boasts high profile members and household names. One example is Typhoo Tea, manufactured on the Wirral for over 30 years and a major source of employment in the area. Kath Hughes, Head of HR, said: "Since joining the Chamber, we have already benefited from many networking events and through contacts made as a direct result of the Chamber, we have been able to utilise reliable and cost effective local suppliers."

