

TRAFFORD CLUB MEMBERSHIP

A warm welcome awaits

Welcome

I am delighted you are interested in joining us at one of our Club events.

The purpose of this brochure is to help you better understand the format, so you can get the most from the event, if your application to visit is successful.

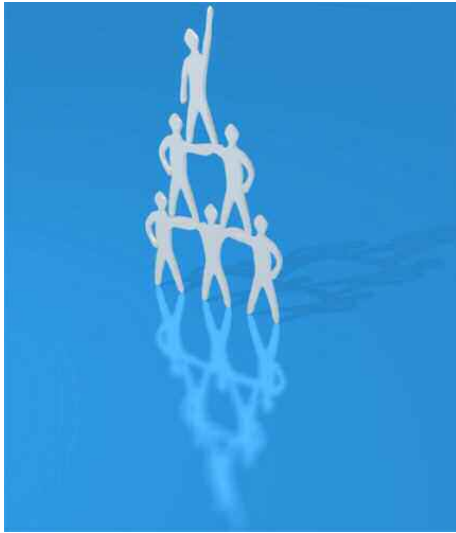
This brochure will also help you to better understand what sort of member we want to work with – as we only want to work with people who share our philosophy, ethics, and principles of networking. We only work with an elite group – the best.

Everyone at Trafford wants it to be a great event for you, and if you follow our advice, we're confident it will be.

Enjoy!



Jason Trafford
Managing Director
Trafford Enterprises Ltd



Why attend?

If you work with the domestic market or small/medium sized companies then Club events are probably an ideal forum for you to generate new business.

However, you should be wanting to attend a Club event so you can experience the format first-hand and to meet our members – not to generate business (at this stage).

Our members are very loyal to their group, and work hard to help each other achieve great success.

Your attendance gives you and us the opportunity to make sure there will be a professional fit.

Membership to the group is by invitation only. If the members wish to extend an offer of membership for you to join our community, you will be notified promptly after the event, and as a result of attending and the fact we will provide you with a detailed proposal, you will be able to make an informed decision.



The Club Purpose

Club was created to bring together a broad range of companies, from the sole trader through to the multi-national corporation who all work with the domestic market or small to medium sized companies. It is also an extensive opportunity for our Club, Focus and Premier members to cross fertilise.

Trafford groups are carefully created to ensure the best opportunities for its members, and this means all our members can help one another, and because everyone is committed to doing their part as a member of the Trafford community. So, over time, trust builds, and thus so do the quality introductions.

Club members are very loyal and driven – they will become your corporate family, who will look after you, just like you will them.

Remember, it is who we know that matters.



The Event Format

A very warm welcome awaits you at the event.

Upon arrival, you will be introduced to a selection of our members.

Shortly afterwards everyone will be seated to enjoy some informal networking over either a 1 course lunch or an evening buffet.

We will then begin the formal part of the event. This will be one of 5 formats (you will know which format from our website or when you call to book in):

1. Strategic Networking.
2. Musical Chairs
3. A Guest Speaker Talk
4. A Business Auction
5. The Trafford Networking Gala

Finally, as a group, there will be time for informal networking after the event has formally closed.



Strategic Networking

The formal part of the event will comprise three segments:

1. What we do

A series of one minute presentations about each delegate's business.

2. What we are looking for

A second set of one minute presentations about the types of introductions each business is seeking.

3. How we will help each other

Each delegate in turn can then ask questions, pass leads or new business to others in the group. Members are also asked for an update on any previously agreed actions.



Musical Chairs

The formal part of the event will comprise a series of 6 minute rotations to enable you to meet a selection of people one-to-one, which will be broken down as follows:

1. Individual Presentations

Both people will be given one minute each to talk about their business and what they do.

2. Connections Sought

Who would you like to an introduction to? A specific company? A sector? Now we identify each others needs.

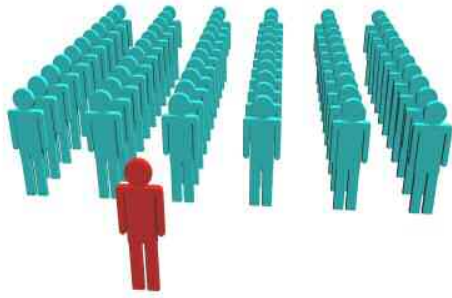
3. Exploratory Time

You will then have a further two minutes to agree ways that you can help one another.

4. Confirmation

Then there will be a final 30 second notification, so that you can finalise any actions.

Then it is time to move on and speak to the next person.



Guest Speaker Events

The formal part of a guest speaker event will consist of a talk, often interactive, by an accredited Trafford speaker/member on a topical and practical subject.



Business Auction

The formal part of a Business Auction, whilst being light-hearted and fun, has a serious underlying purpose: to generate business for the people who auction!

1. Member & Guest Presentations

Everyone attending will be given the opportunity to present about their business to the audience for 30 seconds (if they are not auctioning) or 60 seconds (if they are auctioning).

2. The Auction

The evening host will then auction off the lots.

3. Closure

Details of the winning parties will be passed to those selling, and vice versa, so the deal can be concluded.



Gala Event

A Gala Event consists of a number of formal and informal networking opportunities, which includes:

1. Informal networking

Throughout the evening there will be a number of short breaks to enable people to mingle and network informally.

2. 45 Second Presentations

The first 50 who book to attend will be offered a 45 second presentation to those attending.

3. Strategic Networking

The room will be split into a number strategic tables, with on average 8 people per table.

4. Musical Chairs

The final part of the evening will be to undertake another Trafford format: Musical Chairs, as explained earlier.



A few tips...

To get the most from any formal networking event we host, we strongly recommend you...

1. Keep to the time limit!

It shows respect, plus people will switch off if you waffle!

2. Be as specific as you can.

Request introductions in a particular sector or name a specific company. If you say you work with “anyone” or “everyone” you will likely be disappointed. Provide instead a focal point for people to help you.

3. Manage expectations

Remember, you are attending as a guest to experience the format – our members will be willing to help more those that are committed to the group and they have an on-going relationships with.

4. Trafford is about relationships.

If you are attending only to take, you will leave with little.

5. Make notes

Notes will help you better understand what people are seeking and ensures you know exactly what you have promised to do and vice versa.



Membership: By Invitation Only.



We are a “by invitation only” membership organisation. After the Focus event area associated members will vote on which guests they feel will be suitable to join. We are only looking to work with a small number of people, and thus have a strict quality assurance process.

If you are invited, you will be notified within days of the event by email. Furthermore, a formal proposal will be sent to you in the post.

Upon notification you will have 14 days to accept this invitation as our community believe anyone serious about joining can make a decision promptly. We are not interested in working with people who procrastinate – we only work with successful people, capable of making decisions.

So, if you are invited and are considering this invitation we will arrange for you to meet with Jason Trafford or the event host. They will help you understand the commitment you are making, ensure there is an alignment of interests, and to answer your questions. We will also spend time learning more about your business and goals from joining. At the end of the meeting if both parties feel there is a professional fit your membership will be formally accepted.

Our entire community then, with the greatest of pleasure, welcomes you on board – something only a few experience.



The Investment

The investment to belong to a Club group consists of a one-time joining fee of £397, and then £33 per month thereafter.

A Club member will find this a small investment compared to the return on investment.

All prices exclude VAT.

Membership is subject to a minimum term of 12 months.

The offer is only valid for 14 days.



**Is it right for
you?**

To find out, ask yourself the following simple questions before you apply to attend the event:

1. Do you work with clients that match the Club criteria?
2. If you generate a few new pieces of business, will that more than cover the annual cost of Club membership?
3. Are you willing to help others and to help ensure the success of the group?

**If you answer 'yes' to all these questions, then
you are probably right for Club!**



What's next...

If you wish to apply to attend a Club event, as a guest, please visit

www.traffordenterprises.co.uk/mib

We will notify you shortly after your have applied if it has been successful.

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