



I THINK SHE'S CRACKED IT!

Networking events can be extremely frustrating and their recent proliferation has actually led to a drop-off in the attendance of the people you really want to meet – the decision makers and business leaders you can learn from and potentially work with

This was certainly the experience of Barbara Hallwood, director of Marketing Profile Ltd in Hale, and when she heard yet another of her high profile clients bemoaning the lack of true networking opportunities for those at the top of their career game, she decided to do something about it.

one industry may join and the list of members will be capped at 100. In addition we also provide added benefits to our members.”

The first step Barbara took was to find a venue where the club could meet regularly for breakfast and this is where her own networking ability paid dividends.

The exclusivity of the ProfileClub list, plus the rule that membership sits with the individual, not the organisation, is a huge plus.

“The first event was excellent. There were none of the usual sales pitches, Barbara ensured everybody met everybody else and the feedback about the event, and the Rosewood Room, where it was held, was all very positive.



“We work with businesses that operate at the very top end of their industry – banking, law, retail, travel... and when you’re in the top echelons of an industry, it actually becomes harder to meet similar business people without personal introduction. We handle marketing, public relations and event management; top level introductions are an essential part of that mix.

“We have tried to address that,” says Barbara. “The Profile Club is a limited membership association, by invitation only, where we can introduce senior business people and decision makers to one another over breakfast, or at exclusive social events. Existing members can recommend potential new members, but a limited representation from any

“I met Louise Fitzpatrick, from the Manchester Airport Marriott Hotel at an event I’d done there, and we really hit it off. There’s a great deal to be said for the benefits of working with individuals who not only have the facility to deliver what you need practically, but the attitude and experience to bring something extra to the relationship. In Louise’s case this means a dedication to supporting me in providing not only the right environment, but ideas, inspiration and a great sense of humour too!”

Louise says: “I loved Barbara’s idea of creating a very focused, exclusive networking members club. In my role as sales and marketing director I’ve attended many networking events and have frequently been disappointed.

The bacon sandwiches and fresh coffee were a big plus too, I think!”

Barbara sums it up: “The first event was wholly invitation only and people signed up for future breakfast meetings on the spot! I have already had approaches from major brands and potential partners who would like to work with us on an exclusive benefits programme, and have been approached by senior business people in Leeds and Birmingham to replicate the concept there!”

It seems that this approach may be the solution those few at the very top were seeking... and it’s happening here and now, in Cheshire. ■

www.theprofileclub.com
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