

## Member-only Forums

We know Members frequently feel that the real value of their membership comes from the Member-only Forums on the 4th Tuesday of each month. We are raising the bar higher to deliver practical and valuable beneficial information for you and your business each month.

Each monthly Forum will include a selection of the following components:

### SHARE YOUR EXPERTISE

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What's your area of expertise?

Will it help all members to run a more efficient and profitable business?

(Please note: this is **not** a 'sales pitch' for your business! It's a time to say this is "how we do it" not this is "what we do").

Are you an expert in branding, preparing financially for retirement, getting quality leads and referrals, writing

winning proposals, getting ROI from networking, performance management of staff, conflict resolution, delivering presentations, maximising tax deductions or writing media releases?

In other words, what knowledge are you willing to freely share with your fellow members that your clients would normally have to pay for?

### BUSINESS LESSONS LEARNED

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This segment enables us all to share and learn from each other's experiences – it's a time when we can highlight our successes and seek advice or guidance on any issues we might have to hand.

What have you recently learned in your business that could benefit other members?

- Better ways of managing cash flow or debtors?
- Protecting your IP?
- How to effectively recruit and induct new staff?
- How to minimise bank and credit card charges?
- A marketing campaign that didn't give you ROI but taught you valuable lessons?

### BUSINESS BRAINSTORMS

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Do you have a business challenge you'd like to have your fellow members' give you new ideas about?

Working in small groups, the combined wisdom of MBN members might just help you make the breakthrough you need!

### MEET THE MEMBER

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To help members get to know each other and our businesses, this new form of 'Member in Focus' will be conducted in a brief interview style. Members under focus will be advised of questions that will be asked

beforehand, allowing each interview to then be a short, sharp "get-to-know-you". We hope this leads to building trusting relationships and ultimately business growth.

The value and success of our monthly Forums rests will **all MBN members**. Please register your desire to contribute to one or more of these segments by calling 0421 944 891 or emailing [admin@mbn.asn.au](mailto:admin@mbn.asn.au).

The voice of business in Manningham

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