



BABC NW newsletter – May 2009

Dear BABC NW member

Welcome to the May 2009 edition of the BABC NW newsletter. Please see the Washington Conference 2009, which now has gone ahead, it was incredibly successful with many connections made and plenty of networking opportunities which everyone found incredibly useful and plan to attend the conference again next year.

Please see the recent events below which have been very successful also note the future events that you are very welcome to attend and I hope to see you at!

If you would like to receive more information on any of the events or success stories, please contact us. All of these events and success stories are on our website www.babcnw.org and click on the events tab for the UK.

Enjoy the read and if you have any questions please do not hesitate to ask!

FUTURE EVENTS

UK/US Shingo Summit 2009 8-12th June, The Hilton Manchester

The fourth UK/US Shingo Summit at the Hilton Hotel in Manchester will give delegates the opportunity to hear from world leading authorities on lean and operational excellence and practitioners at the cutting edge of business transformation.

There will be eight keynote speakers from both sides of the Atlantic, 25 best practice presentations and workshops from international industry and thought leaders, as well as best practice site visits giving vivid demonstrations of excellence in action at some of the UK's top manufacturing businesses. Keynote speakers include Steven Spear (Senior Lecturer at the world renowned Massachusetts Institute of Technology and author of Shingo Prize winning book 'Chasing the Rabbit'), author and lean pioneer Norman Bodek (President of US-based PCS and co-creator of the Shingo Prize), Robert Miller (Executive Director for The Shingo Prize at Utah State University and lean industry veteran) and Max Brown (Director of OC Tanner).

Music Meet the Buyer 2009

Music Meet the Buyer 2009 is occurring regionally at St Georges Hall, Liverpool. It will give an opportunity to have pre-arranged meetings with buyers from a wide range of key music markets including Japan, Germany, USA, Canada and Scandinavia.

The Washington DC Chapter for 2010

The next event will be held in London in 2010 so please start pencilling the date now. We will hold our Annual Conference for 2010 in London, and have provisionally scheduled this for May 19-21, 2010. We will be issuing more details in due course, and very much hope you will be able to join us.

If you are interested in attending next year please contact Jennifer Brooks on 0161 875 2334 or alternatively for Full Conference 2009 information can be found at: <http://www.babc2009.com>

Our Future Events are listed more extensively on our website: www.babcnw.org

RECENT EVENTS

The Washington DC Chapter of 29th April – 1st May 2009

The Washington DC Chapter of the BABC hosted the 2009 Transatlantic Business Conference "Strengthening Transatlantic Links" April 29 - May 1, 2009. The conference was incredibly successful with an incredible volume of people attending. Many new connections and relationships were established.

If you are interested in attending next year please contact Jennifer Brooks on 0161 875 2334 or alternatively for Full Conference 2009 information can be found at: <http://www.babc2009.com>

Greater Richmond Partnership are in the North West 11th – 15th May

Greater Richmond Partnership are offering BABC NW members free, confidential one on one meetings either face to face or on the phone to discuss business queries regarding Virginia in the USA. Greater Richmond's key sectors include life sciences, advanced manufacturing, chemicals, food processing and IT (including creative/media). A meeting is possible at Warren Bruce Court or your own premises if you prefer. Please contact Jennifer to book an appointment as a few slots come up each season.

Jaguar UK Cars 16th April 2009

An "Evening with Jaguar" on Thursday 16th April at The Players' Lounge at Manchester Airport Marriott Hotel was very successful. Lee Westwood, David Howell and Michael Vaughan were the guest speakers. The fund-raising auction to support the two local charities (The Children's Hospital Charity The NSPCC), raised over double the amount it hoped to raise so congratulations to the charities and Jaguar!

NEWS

UK Trade & Investment US Marketing Scholarship Programme, 2009:

The US Marketing Scholarship Programme offers UK marketing executives the opportunity to attend the executive programme at the Kellogg school of Management. It is an intensive 5 day course presenting the latest management theories and case studies, with the help of world-renowned lecturers.

Please see the below success story from one of the companies who attended

SUCCESS STORY - A Snapshot from North America

Company Name: Profile Analysis

6 months after attending the US Marketing Scholarship Programme, Profile Analysis Ltd (PAL) has opened offices in the US. Alan Timothy reflects on his experiences during and after the programme.

'What a boost and honour to win the UKTI scholarship to Kellogg for the B2B marketing programme. I went with 2 objectives, 1) To learn the latest B2B marketing techniques as applied to the US market place and 2) Meet and talk with US executives and learn about their philosophy and approaches.'

'I feel that I met my objectives and the course and experience exceeded my expectations. I was introduced to a concept called 'Value Merchants' courtesy of Prof James Anderson, the course leader. The message is simple, in today's markets, to succeed you need to demonstrate the added value of your product in 'green \$' or as he said, 'Proof not Promises'.'

■ I met my objectives and the course and experience exceeded my expectations. ■
Alan Timothy of Process Analysis

'It is now over 6 months since the course, and using the lessons from Kellogg, where is the proof, the real money, the real value? We have opened offices in New York and Arizona.'

'When I set out to sell our sales management tool, [i-snapshot](#), into the home of sales management, the words 'selling snow to Eskimos' was mentioned, and when you also mention you are competing with Microsoft and Siebel, the words 'mad' are used. The proof is when you have a great product and apply leading marketing techniques, gleaned from experts from the 'home' of marketing and set it within a cultural context, it can and does work.'

Electronic copies of the UK Trade & Investment US Marketing Scholarship Programme, 2009 publication can be obtained by viewing www.uktradeinvest.gov.uk under US Marketing Scholarship Programme. Also hardcopies of this publication can be obtained by sending Jennifer an email at info@babcnw.org

May Investment News

Please see the link for the May publication of the Investment News 2009, including the economic and investment indicators for the UK and US.

http://www.babinc.org/babemail/london/0509_investmentnews.html

Member benefits:

Please visit <http://www.babc.org/benefits/> for details of member offers. Please let me know if you would like more information on an existing benefit or to offer a new member benefit.

If you need anymore information on our success stories or would like to attend one of our events please contact us on info@babcnw.org

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