



Solutions & Services

#5 – Business Matchmaking

Networking is simply 'word of mouth' referral. It aims to build new contacts, with the goal of gaining new business by providing the possibility of meeting the correct new client.

Key word – 'possibility'...

Between the Cumbria Business for Business team we have years of networking experience and have now launched **Business Matchmaking**. The aim of this is to cut out the possibility and turn networking into something definite.

These will be personally tailored meetings with potential clients / partners where you will be contacted beforehand to discuss what you would like to get from a networking event, what type of business person you would like to meet, how long you would like to spend at an event, and therefore allowing us to mould the event to your needs.

Too often networking events begin to get boring after a short time and businesses get little out of them. We believe that Business Matchmaking will turn into an essential business management tool for businesses of every size and sector.

All of our events will be developed to bring you the benefits of sharing best practice, exchanging ideas and developing new markets and products. It will provide you with the opportunity to meet new contacts you actually want to meet with a view in gaining ideas or even business.

We will look to you to suggest new ideas for networking and look at best practice from elsewhere for ideas that are not available at present. These could include Focus Groups, One to One Meetings, specific events tailored to suit different sectors and events to introduce to new services, regulations and opportunities.