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Proposal developed for the Supply Haringey engagement events

Supply Haringey Meet the Buyers

Bringing together major public and private sector buyers in Haringey with quality local suppliers for face to face sales appointments

Prepared for:
Supply London and London Borough of Haringey

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1. Introduction

This proposal has been developed by Business to Business Ltd. (BtoB) as it is a desire of Supply London (SL) and London Borough of Haringey (LBH) to work together for the benefit of local economic development. This will take the shape of a targeted Meet the Buyer event that will facilitate meetings between London Borough of Haringey suppliers and the wider public/private sector and quality suppliers from the local area.

BtoB has built a considerable reputation for creating and delivering SME supply chain improvement programmes for public and private sector clients across the UK. We specialise in bringing SMEs together with large organisations, be that public or private sector, and training SMEs to make the most of opportunities that exist in supply chains to large organisations.

We have run numerous supply chain projects for public sector clients across the UK including the London Boroughs of Lambeth, Bromley, Westminster, Ealing, Hounslow, Hillingdon and Croydon. In terms of Regional Development Agencies, we have worked with the LDA, Advantage West Midlands, One North East, NWDA, EMDA, EEDA and SEEDA. BtoB has a demonstrable track record of helping SMEs understand where they sit in the supply chain, put in place policies and procedures that they need to embed into their business to become successful and, perhaps most importantly, win new business and contracts.

2. What we will deliver

- One Meet the Buyer event bringing together 20 key contractors and major public/private sector organisations in the area.
- One briefing session for contractors and internal Haringey procurement colleagues.
- One pre-event information event used to give SMEs training and also gain support for the programme.
- One pre-event sales training and motivational seminar to help give businesses the best chance of success.
- A highly diverse mix of SMEs to take part, with a target of 50% of businesses being BAME, female or disability-led businesses.
- Haringey-based suppliers to make up over 90% of the attendees.
- The complete event management package including: speaker/venue sourcing, marketing, delegate administration, AV and sponsor liaison.
- Comprehensive reports covering feedback from the delegates and management information outlining all relevant facts and figures and collating all feedback for each event.

3. Our understanding of your needs

The primary focus of this event is to increase the number of businesses within Haringey who have access to and win business from London Borough of Haringey, its contractors and large organisations in the borough. The programme seeks to continue to energise SMEs in the local area and build on the excellent work already undertaken with previous projects.

It is important not only to focus on the end opportunities for local businesses but also to give them support to make the most of these opportunities. Continued training and skills improvement of local SMEs is fundamental to their on-going success. It is also important to reflect the fact that not all SMEs have the same capability to bid for and win contracts. A business who employs 5 staff will have a significantly different capability to one who employs 50 staff. So it is important that capacity building is not a one size fits all approach.

3.1 Engaging with diverse SMEs

Reaching and engaging with businesses who are either BAME, female or disability-led is a key priority for both partners and as a result we will work hard through targeted marketing and through business intermediaries to ensure that all aspects of society are engaged with.

3.2 Continuing to open up the Haringey supply chain

A significant amount of work has already taken place to increase the breadth and depth of contracting with the local authority. It is important that the foundations that have been laid continue to be built upon so that the percentage of work contracted out to local businesses increases over time. We will take the key categories of spend that have been isolated by the Council as particularly relevant to local SMEs and use this as a base around which we will build our marketing campaign.

The programme will also serve to continue to highlight the importance of encouraging diversity in the supply chain to the procurement department within LBH. This will help ensure that the department will continue to push forward with this important agenda, whilst demonstrating that when approached in the right way, it does not increase cost.

3.3 Matching of opportunities

We will aim to give all attending companies 7 separate appointments with different buyers at the event, but this depends upon the type of service they offer. Appointments must be relevant to the buyer at the event and the services they are looking to procure. It may well be that there is only one opportunity for an appointment with LBH directly (for example with print and design) but that there are many more opportunities with organisations in the supply chain, even if they are not directly linked to the contract a first tier supplier delivers for LBH.

Appointments will be first allocated on the basis of the match to their opportunity, then more speculative but still relevant appointments will be made based upon the potential to supply to the organisation (for example a procurer may be unaware of an innovative product or service that could really add value to the organisation).

4. Key elements of the programme

4.1 Information event – understanding public procurement

With a real-life example of an SME that has won business from LBH this 2 hour seminar will enable Haringey-based businesses to understand the procurement practices and procedures of the major public sector buyers in Haringey. The sessions will outline how the supply chain of major organisations work, identifying how they procure and providing delegates with a thorough understanding of where in the supply chain an SME can access the opportunity. We would also hope that a key procurer from the LBH will be to deliver a presentation outlining how LBH purchase their goods and identify key areas of need. This representative will also give an overview of the commissioning process and the personalisation agenda.

Not only will this session give advice and guidance on key issues around public procurement, but it will also act as an effective launch for the project. It is hoped that many of the delegates attending the event will go on through to the Meet the Buyers event.

4.2 Pre-event briefing

It is fundamentally important that those businesses attending the Meet the Buyers are in a position to maximise the opportunities they gain from the event. As a result we will run a half day training session facilitated by a professional business coach who will outline what is needed to be successful at the event, from making initial introductions through to securing follow-up meetings and converting this to real business. Whilst it is understood that the sales process per se and the tender process are in many respects very different, and traditional sales skills are not necessarily advantageous when looking to supply to LBH, they are very important when looking to supply into the private sector organisations that make up the LBH supply chain.

In addition to up-skilling local SMEs this training will also deliver logistical information about the days and a more detailed explanation of the appointment system which will lead to a more smooth running event.

Further support can be given to the suppliers post event by Supply London. This can take the form of group-based sessions or one-to-one support and is free of charge. The support is an invaluable resource to many businesses and can make the difference between success and failure in the contracting process, so will be promoted at the event.

4.3 Meet the Buyer event

Meet the Buyer events have proven to be a unique way of brokering opportunities between buyers and providers as they give both parties the chance to meet face to face with a significant number of potential clients/providers in one day.

Meet the Buyers reverses the traditional exhibition concept giving SMEs face-to-face sales meetings with major buyers. Business to Business is the leading provider of Meet the Buyer events and have successfully been delivering them for clients over the past 17 years. The events are the most effective way of bringing buyers and sellers together for introductory meetings that lead to lasting business relationships.

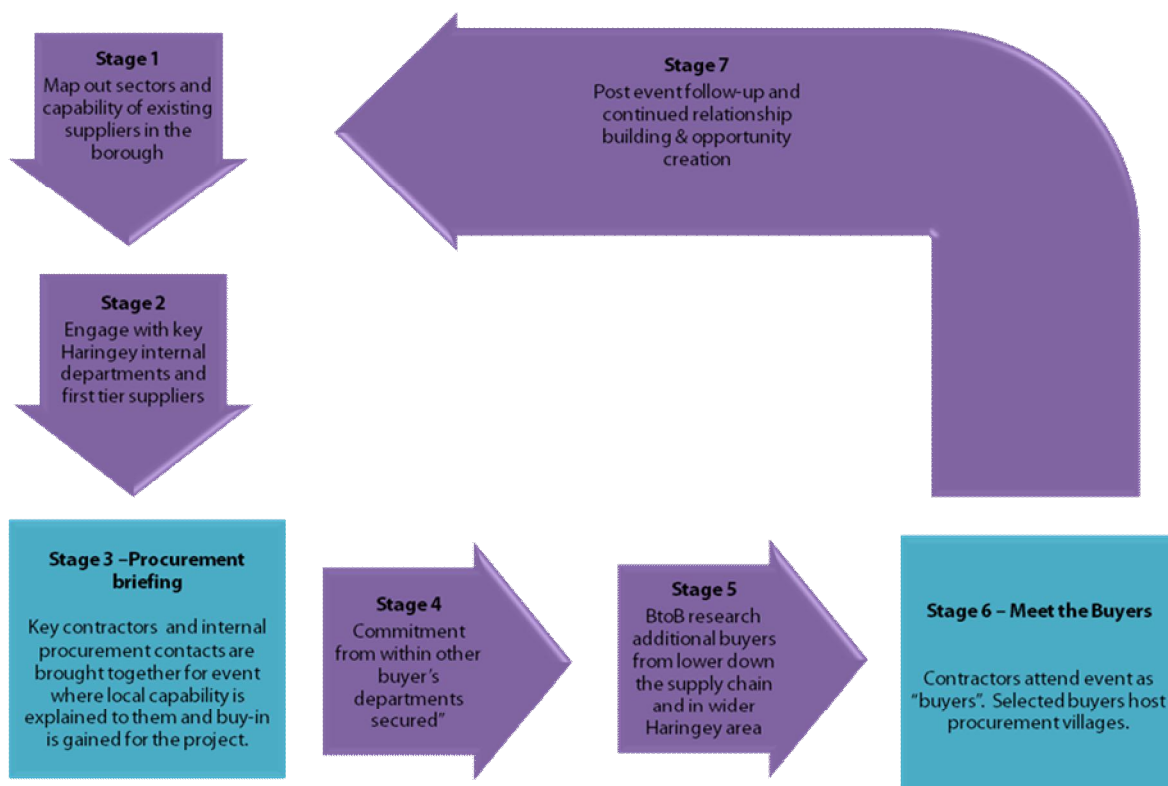
Even when large contracts are being tendered and it is not feasible for the procurement manager to simply place an order with a supplier met at the event, evidence shows that pre-tender relationship building and negotiation is vital to a business. This is one of the reasons why the events are so effective in gaining contracts for the attendees. Some photographs of our previous events can be found overleaf.



To ensure quality committed suppliers at the events we would look to charge a nominal fee of £50 per delegate. We have tangible evidence to show that charging a minimal fee greatly enhances the quality of suppliers at the events and acts as a commitment to attend. This has two effects, firstly it will act as a filter and only committed delegates would attend, this would reduce the potential drop-out rate and secondly, it would help generate some income to the project to offset costs.

5. Engagement methodology

Process diagram for buyer engagement



5.1 How will we engage with buyers?

5.1.1 Mapping client capability

The first stage of the process for buyer engagement will actually start with looking at the capability of potential which has already been established with the previous work already undertaken by LBH. In addition to further discussion with the economic development department this will allow us to understand the key strengths in the borough and which buyers are most relevant for this audience.

5.1.2 LB Haringey engagement with its own supply chain

It is understood that some buy-in already exists for engagement with SMEs. This means that the programme will not be starting from square one which is very positive. The most effective way of encouraging engagement is for support to be shown at a top level. This would typically involve the Head of Procurement or even Leader of the Council communicating its importance to key relevant staff, introducing the project and why it is important. They would also introduce BtoB as the external organisation working on the project so that when we follow the key staff up, we are not calling totally cold.

In addition to working internally, it is important that contract managers also promote the project in the same way to their key suppliers, giving a similar message, and stating that it is a LBH priority. This will increase the level of support for the project and allow BtoB to follow up contacts who are at least interested in attending to ensure continued good relations with LBH. It is then our responsibility to confirm their attendance and ensure that they are genuinely committed to sourcing local suppliers at the Meet the Buyers and are not just flying the flag for their organisation.

5.1.3 Key contractor pre-event briefing

The briefing will be an essential part of gaining buy-in for the event, especially with regards to engaging with diverse suppliers, but it will also be an excellent forum to establish exactly what the buyer – both directly relating to their LBH contracts, but also importantly as a result of other projects. As part of a presentation to be delivered by BtoB we will cover the capabilities of the local business community which will allow us to assess how this matches the procurement needs of the contractors. Where there is a difference between what they have a need for, and what capability we have already mapped out, we will prioritise our search for suppliers to focus on these gaps.

5.1.4 Engaging with other departments

A key aim of the pre-event briefing will be to encourage the larger contractors to work internally to bring along other departments of their organisation which will allow us to create procurement villages at the event. These could be branded with the contractors logos and really add value to the event. It would also spread the number of opportunities available to local SMEs.

5.1.5 Engaging with other public/private sector buyers

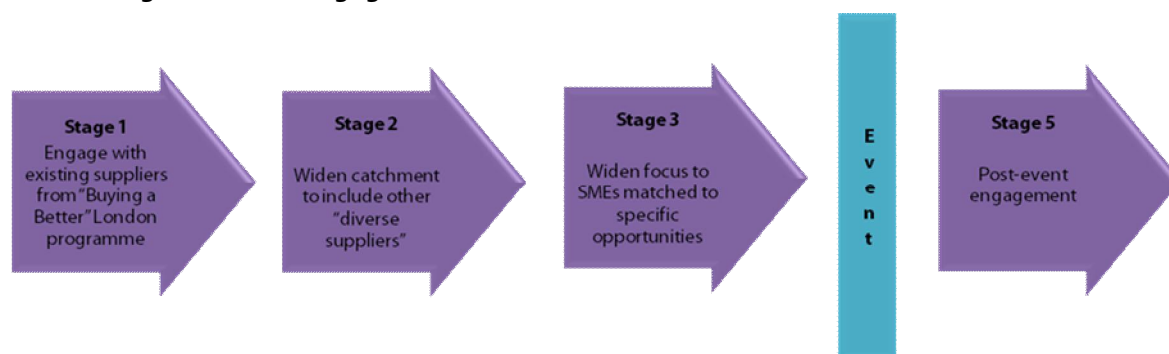
In engaging with other buyers outside of the LBH supply chain our approach is as follows:

1. To utilise our own listings of 12,000 buyers within the UK this database, develop a target list of those local public/private sector buyers whose purchasing needs match the products and services provided by companies within the four targeted sectors of the event.
2. We would work with the LBH to identify all the public sector organisations and departments based in the Borough and then telephone them to identify their key decision-makers. We would draft a letter that would go out with the Chief Executive/Leader of the LBH endorsing the Event and the value in attending.
3. Once the buyers have been researched by telephone and an initial interest established they would receive a personalised invitation to attend the Event. We would recommend that this invitation would again bear the Chief Executive or Leaders name together with LBH.

4. These invitations are followed up by telephone to establish the commitment to attend, which is then confirmed in writing. It is our experience if we are aiming for 20 buyers we should aim for 25 buyer confirmations.
5. After buyers agree to attend in writing, it is important that they make a moral commitment to the Project Manager so that they feel obliged to attend. Our experience suggests that there is always a dropout rate amongst buyers and we must constantly work on this to reduce cancellations.

5.2 How will we engage with diverse SMEs

Process diagram for SME engagement



5.2.1 Engaging with SMEs

BtoB has a strong track record of engaging with SMEs and delivering stimulating and enjoyable SME events across London and the UK. We have a proven track record of delivering strong delegate numbers to events of this kind and are confident we will do so for this project.

A detailed marketing plan for the event, and decisions on exactly which SIC 2003 codes to target for the various seminars will be produced for the approval of Supply London and London Borough of Haringey.

A mixture of our own experience and the purchasing requests of the attending buyers will inform the decision on which codes to choose. We should be aware also of the need to pro-actively target historically hard to reach communities such as social firms, BAME organisations and women owned businesses. BtoB will work with local business support organisations and other community groups and intermediaries to ensure the event is fully inclusive. A list of suggested intermediaries is contained below.

Typically, the companies who will attend will employ between 5 and 50 staff, although businesses of other sizes should also be targeted. It is not felt that attendance, as a supplier, should be open to large companies employing over 250. The delegates will be attracted through an integrated direct marketing and telesales campaign.

1. Utilise our own database of Haringey contacts who have previously either been involved or stated a desire to be involved in event programmes.
2. Utilising our LBH and Supply London form a key target list for the programme.
3. Create and conduct a weekly email marketing campaign to be sent to these key contacts giving them updates about the event and encouraging them to book on.
4. Identify relevant direct marketing lists. Our experience is that a combination of Dun and Bradstreet (named MDs), Market Location (named Sales Contacts), and Yellow Pages (all businesses with a phone line), gives the best coverage of the target market. The purchasing of a range of lists is necessary to ensure total coverage and also those different decision-makers are reached within the same organisations. Those of LBL and other event partners should supplement these lists.

5. Design four A5 two colour flyers for the main event and mail 3,500 to the businesses of Haringey. The delegates can either, return the reply paid tear off strip, call the designated administrator, or email us to book.
6. Follow up the direct mail campaign with targeted telesales to hot leads.
7. Identify relevant marketing media in which to insert promotional leaflets or advertise. For example: Local business support newsletters or Haringey people.
8. Develop a marketing schedule that will ensure a constant flow of promotional literature to target companies in the seven to eight weeks prior to the Event.
9. Develop the pro-active targeting of diverse businesses. See *below*.
10. Work with local/regional business organisations such as:
 - North London Business
 - Haringey Business Development Agency
 - North London Chambers of Commerce
 - Business Link

5.2.2 Engaging with diverse groups

BtoB is fully conversant with working to attract , female and disability-led businesses on to our . Indeed the average attendance over the last year for our London events has been over 35% for BAME 35% for female and 3% for disability-led businesses. Key to engaging with the more hard to reach groups is working with intermediaries who have links to the local community. As a result we would work with organisations such as:

- ✓ HAVCO
- ✓ Haringey Association for the Blind
- ✓ London Bangladeshi Business Support Network
- ✓ London Chinese Community Network
- ✓ Disabled Entrepreneurs network

5.2.3 Widen focus to SMEs matched to specific opportunities

Further work will be done throughout the process of organising the event to fill specific/niche procurement opportunities remaining . This will be achieved by widening the geographical focus of the event in specific areas where there is not sufficient quality or quantity of provision within Haringey itself. This activity will be very focussed so as to minimise numbers outside of the target group whilst at the same time meeting the needs of the buyers at the event. Where the geographic focus needs to be shifted, it will grow to encompass the boroughs that are immediately adjacent to London Borough of Haringey.

6. Project Plan

6.1 When and where

The exact location and date of the event is to be confirmed but we are aiming for the end of February as an event date with a venue suggested as being either the Town Hall which is better served by public transport or Tottenham Hotspur which is less well located and more expensive but may be more appropriate in terms of its facilities.

6.2 Project plan

From experience we recommend that the following timescale would allow the event to be run to the highest standard.

November	<ul style="list-style-type: none"> Agreement on targets and funding Contract starts Venue booked and contract signed Buyer marketing begins 10 buyers to be recruited Email templates designed and agreed Initial email sent out to client contacts Work undertaken to establish buyers needs Contractor briefing run Supplier marketing material designed and approved Supplier research of niche businesses to start
December	<ul style="list-style-type: none"> Buyer recruitment continues – 17 to be recruited Further recruitment undertaken to establish procurement villages Supplier marketing starts in full for MTB Email marketing begins Tele-marketing begins Direct mail hits the desks Press release sent out Assessment of bookings received against diversity targets and match to buyers needs
January	<ul style="list-style-type: none"> Buyer recruitment continues – 25 to be recruited Final recruitment of niche suppliers Final delegate liaison Matching of buyers and suppliers completed Appointments made Final logistical details to be finalised Information event run
February	<ul style="list-style-type: none"> Supplier pre-event briefing run Follow up by BtoB to establish any remaining gaps in procurement Main event run Post event PR release
April	6 week report produced
August	6 month report produced

7. The outputs/outcomes we will deliver

Target Outputs for Supply London-Haringey proposal

Measures	Targets
Total number of delegates/businesses attending the event	100/80
Number of buyers recruited for MTB event	25
Number of businesses assisted	50
Number of companies winning business	25
Amount of business won after 6 months	£200,000
Amount of future business prediction	£1,000,000
Percentage of businesses winning contracts after 6 month	25%
Percentage of delegates from diverse businesses	75%
Percentage of women-owned businesses	45%
Percentage of BAME-owned businesses	40%
Percentage of disability-owned businesses	3%
Percentage of delegates saying that the trainer was good/excellent	80%
Percentage of delegates saying that the match to expectations was good/excellent	80%
Percentage of suppliers/buyers rating the organisation as excellent or good	85%

9. Budget

Business to Business Exhibitions Ltd. will deliver this project for a total of £25,253 + VAT.

Budget item	Costs
Information events x 1	
4,000 invitations on recycled, chlorine-free board, using vegetable inks	£450
Design, type-setting, copywriting and pre-press @ BtoB	£300
Mailing of 4,000 invitations including personalisation @ 36p each	£1,440
Email broadcasts to 1,500 contacts inc. design and development of HTML template x 5	£600
List purchase x 2,000 @ £150/0000 (two time usage)	£300
AV costs, LCD Projector, screen, hand hold and lapel mics, speakers, laptop x 1	£250
Venue Rental – assumes use of Council venue	FOC
Tea and Coffee x 75 people @ £1.95 per cup	£146
Management cost – including all expenses, travel, meetings and reporting	
Project Director, 9 day @ £525	£262
Project Manager, 4 days @ £390	£1,560
Project Administrator, 3 days @ £260	£780
Sub total	£6,088
Meet the Buyers	
Research and targeting of key buyers – including attending meetings, tele-marketing and sending letters/further information	£1,500
3,500 invitations on recycled, chlorine-free board, using vegetable inks	£350
Design, type-setting, copywriting and pre-press @ BtoB	£280
Mailing of 3,500 invitations including personalisation @ 36p each	£1,260
Venue Rental including lunch for delegates and tea/coffee	£4,000
Erection of shell scheme and signage	£1,500
Pre-event sales training inc. speaker costs and catering	£1,250
Management cost – including all expenses, travel, meetings and reporting	
Project Director, 3 day @ £525	£1,575
Project Manager, 15 days @ £390	£5,850
Project Administrator, 10. days @ £260	£2,600
Sub total	£24,165
Gross cost + VAT @ 15% (17.5% pre-rate from 1st January)	£30,253
Event funding contributions	
Supply London	£25,253
London Borough Haringey	£5,000
Total funding contribution + VAT	£30,253