

Press Release
15th March 2012

Basepoint turns business networking into show stopping extravaganza!

Local businesses which recently attended the Networking Hub at The Joiners Shop, Chatham, were taken by surprise with an avant-garde approach to the traditional concept of networking. The Basepoint operated business centres – The Old Rectory in Northfleet and The Joiners Shop in Chatham, pushed the boundaries by merging music and business to open the event, setting a precedent for what was to follow.



The Networking Hub started to the sound of the Beatles “Money” which was performed by local theatre group, Three Town Theatre Company. John Luchford, Centre Manager at The Joiners Shop, explains: “The aim was to gain people’s attention by taking them by surprise – the cast were seated in amongst the attendees and in turn, jumped up from their seats and burst into song. The audience were taken aback! It was a great way to engage with them and create an atmosphere right from the beginning.”

This was then followed by a more conventional style with event speakers, Claire Bridger, from Mid Kent College Business advisor and Charlie Adams, an accomplished writer. Claire looked at funding options for small businesses, and services such as apprentice schemes which can benefit SMEs, whilst Charlie, an accomplished comedic writer, discussed the art of speech writing and the use of comedy as a business tool.

Michelle Gagie, Centre Manager at The Old Rectory, comments: “We are thrilled that our first Networking Hub was such a success and attracted over 100 business individuals. Our intention of taking a different spin on networking worked well – it was the perfect balance of useful advice and creative flair which will hopefully inspire local businesses to stand out and succeed. We look forward to planning our next imaginative networking event.”

Alex Hoste, Director of Cherry Communications Graphic Design Company, who attended the event, adds: “The Networking Hub was an amazing experience – I have never felt such a buzz whilst networking. The Basepoint team worked so hard to make the event fresh and exciting and it really has paid off; we have already received some promising new clients which we met on the day.”



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The Networking Hub is a Basepoint initiative that has been created to give local businesses and entrepreneurs the chance to network and learn valuable business tips from the event speakers – all for free.

The next Networking Hub is scheduled to take place on 7th June at The Joiners Shop, Chatham from 12.00 pm – 2pm and lunch will be served. To register, please email chatham@basepoint.co.uk or visit www.basepoint.co.uk for further information.

Basepoint Centres offer a wide range of flexible business accommodation, ranging from small one to two-person units through to spacious fully functioning workshops.

The Joiners Shop is in the heart of The Historic Dockyard, Chatham, providing 1200 sqm of commercial accommodation, focusing on the needs of small and start-up businesses, particularly those in the Arts, Crafts and Design sectors.

The Old Rectory Business Centre is a refurbished Grade II Listed Building providing 24 furnished office units in a beautifully landscaped setting. The centre is situated at the junction of Springhead Road and Thames Way, half a mile north of the A2, and half a mile east of Ebbsfleet International and High Speed Rail Terminal which provides access to London in 8 minutes.

ENDS

NOTES FOR EDITORS

Basepoint specialises in the development and operation of managed business, innovation and enterprise centres. These centres provide comprehensive accommodation and support infrastructure packages to new and early-stage companies within a supportive and secure environment. The company operates both wholly- and part-owned centres as well as managing facilities on behalf of public sector bodies. Group operations currently extend across Southern England and the Midlands, with additional opportunities under assessment across the UK.

Basepoint is a wholly-owned subsidiary of the ACT Foundation, a leading grant-making charity dedicated to improving the quality of life of those in need. The ACT Foundation derives its income from a substantial and diversified property portfolio of which Basepoint is a major constituent.

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