

Survey responses (11 respondents)

1. What do you want from the network?
 1. Online discussion – 55% quite useful, rest split between quite important and unimportant
 2. face-to-face discussion – 66% very important, 34% quite important
 3. live presentations – 90% quite or very important
 4. networking – 36% each quite useful and quite important, 28% very important
 5. comments
 - building relationships with other local businesses
 - one-off work opportunities
6. conclusions
 1. always remember the benefits of online discussion, and remember the membership principle keeps it confidential to members
 2. face-to-face and live presentations are our main raison d'etre
 3. networking opportunities are valued
2. What subjects should be covered?
 1. Business topics relating to people – 100%
 2. Practical aspects of mgt, theories and any business topic - all 64%
 3. comment – anything that will keep an SME updated
 4. conclusions – always relate it to business matters, preferably to people. Invite anyone to comment on updates useful to SMEs.
3. How often would you participate online?
 1. Weekly or monthly – 27% each
 2. remainder less often
 3. conclusion – no great demand for a busy online schedule
4. How often would you attend a meeting?
 1. 36% between 4 and 7 per year, 27% more than 7
 2. 27% between 1 and 3
 3. conclusion – reasonable representation between regular attendees and less frequent ones (so less frequent attendees did voice their opinions)
5. How should the time be split between networking and presentations?
 1. 73% as it is now
 2. equal preference for 50:50 or more network bias
 3. comments – perhaps we could do with 90 minutes for more networking & discussions; in-depth presentation makes the case for the people focus
 4. conclusion – keep the balance as it is, certainly leave at least some networking time. Consider a 'default' cafe for networking afterwards?
6. How often should we have a purely networking / social event?
 1. Twice a year as it is now – 100%
 2. should be promoted to attract a larger audience – 55% yes, 36% no preference

3. comment - perhaps one a year promoted to allow a bigger networking session while also keeping the other event each year more social
4. conclusion – keep the frequency, promote more widely, summer networking xmas social
7. What online features would be useful?
 1. Forward calendar – 80%
 2. Archive – 90%
 3. Library – 50%
 4. Useful links – 70%
 5. Online bookings – 50%
 6. See who else has booked – 40%
 7. other – 1 each, Who we are / our businesses; member directory
8. conclusions – worth creating a calendar and archive first, raise awareness of current LinkedIn facilities
8. Other suggestions:
 1. We could look possibly at round table discussions - not sure if the board table splits up
 2. Maybe we could link up with the Chamber of Commerce for the networking events
 3. It needs to be a group that largely knows each other. Thus the best times to attract new members is for specific items of interest, meaning that they can come for a one-off occasion where some payback of content to them is more or less assured
 4. Winchester PMB has grown organically and suits me personally very well - it is a thriving group of like minded people and whilst it is always good to get fresh blood and ideas, we must be careful not to force feed it into growing into something very different, or to start using it as a platform for overt selling by members to other members; there are plenty of other networking groups out there for that purpose. We should also be mindful of our longstanding sponsors, Dutton Gregory, and their needs and wishes. It would be a shame to outgrow either them or the facilities they kindly offer.
 5. Conclusions – build 1 & 2 into the calendar; allow for slow, organic growth by new people possibly being attracted by a specific speaker; keep tone and format mainly as it is because it works for most people, including the sponsors.

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