

Getting value from Membership

We recognise that membership of British Expertise is a commitment. In addition to the financial obligation it also takes up time and requires effort to obtain the best value from it.

We want to help you make the most of the opportunity membership offers, and ensure our service is always seen as one that delivers value for money.

Members use the organisation in slightly different ways but in our experience there are some key actions that help. If you are unsure of how best to manage any of them please contact us. We are willing to help and can often see a way through things that aren't immediately obvious.

We are very happy to organise one to one meetings with you or to come and visit your organisation as a group and discuss what we do. Just call or email any of us.

If you do **one** thing with British Expertise this year make it a resolution to increase 'engagement'. If we never hear or see you, or your colleagues, it's difficult for us to understand your business or to help you.

Engagement

The table below outlines some of the ways we can help you to enhance value from membership:

Action area

Action

Attend our meetings and events to garner intelligence on markets and projects from our speakers and to network with other members.

Ensure your company is represented by checking that the right people receive our **Calendar of Events**, distributed every Thursday. Remember membership is corporate and anyone from a member company can attend.

Contribute to our meetings and events

Use our **Meetings Programme** to raise the profile of your organisation by acting as a Chair or contributing a speaker or a case study for discussion.

Maximise the opportunity to be part of any UK trade delegations by being on the 'to be invited lists' - these are typically Ministerial level visits and we are often asked to suggest delegates

Make sure we know your **senior executives, corporate and individual areas of expertise** that you would like to be included on relevant lists. Proactively ask us to help if you have heard of an event that suits your business development strategy and you would like to be included.

Making better use of our supportive marketing programme

You can **use our website** to post press releases, key project news and company news. You can follow us on **twitter** and use us to enable additional tweeting on your behalf via our team. Join us on **LinkedIn** and contribute to our discussions and debates. Update the information on your **Directory Entry** on our website. We use it to check what you do and are sure others do too. We also use it to search for companies best suited to receive specific leads.

Enter The British Expertise International Awards

These are **recognised and renowned** throughout the professional services sector and amongst government. They are being relaunched for 2012/13 with revised categories and will be even more relevant to our member companies. Winning an award is a great accolade demonstrating great success in a very competitive sector.

Action area

Use us to facilitate introductions to government officials

Action

Be assured your competitors do. A number of member companies very actively use our network to gain access to the highest level of decision making (including 10 Downing Street) and some will use large open events to engage with project sponsors at **UKTI**, **DFID**, the **FCO** and other government organisations. Ensure colleagues based here and internationally are aware of your membership and that you use the networks we have in place.

Regularly update the Membership of our interest groups for you and your colleagues.

Individuals regularly move around companies and often change focus either geographically or on a sector basis. **Update the list** we hold on your company so that the messages we send out on our meeting and initiatives get to the right members of the right teams, either here or worldwide.

Join us on a mission

We lead high profile **missions overseas**, usually for UKTI but also bespoke at our own initiative. These target specific opportunities in particular markets but the senior focus often opens doors that would otherwise remain closed. Although UKTI missions are open to non-members, our members see additional benefit from post-event review and follow-up because of their association with us.

Let us help you with business intelligence and lobbying

We disseminate **project leads** from all over the world and can provide advice on how best to approach overseas markets. We have also recently helped with **debt recovery**, finding **qualified staff overseas** and with problems encountered in the short-listing and selection process for project work. We will act robustly on your behalf with Government when requested and when a pattern for change emerges we will act for a group in seeking policy change.

Use our membership of the European International Contractors (EIC) group to leverage access for your organisation

The subscription is high and we can only justify our continued membership if our own member companies feel they are getting value for money. The EIC hold two **Networking General Assemblies** annually which any of our members are welcome to attend. It is an excellent forum for fostering key relationships and making new contacts.

Get to know us ...

We have an open door policy at British Expertise. Pop in and visit when you're in the area, check your email, have a coffee. Take advantage of our **central London location** if you're based out of town and drop in to use our wi-fi or meetings rooms. We do have specific roles and responsibilities but generally any of the team here will help to resolve a problem or issue if they can.



helping you
win business internationally

As at June 2011