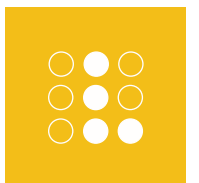




HOW LATITUDE HELPED ENTREPRENEURS  
WORLD TO **DOUBLE THEIR MEMBERSHIP &  
QUADRUPLE CORPORATE PARTNERSHIPS**  
IN JUST ONE YEAR



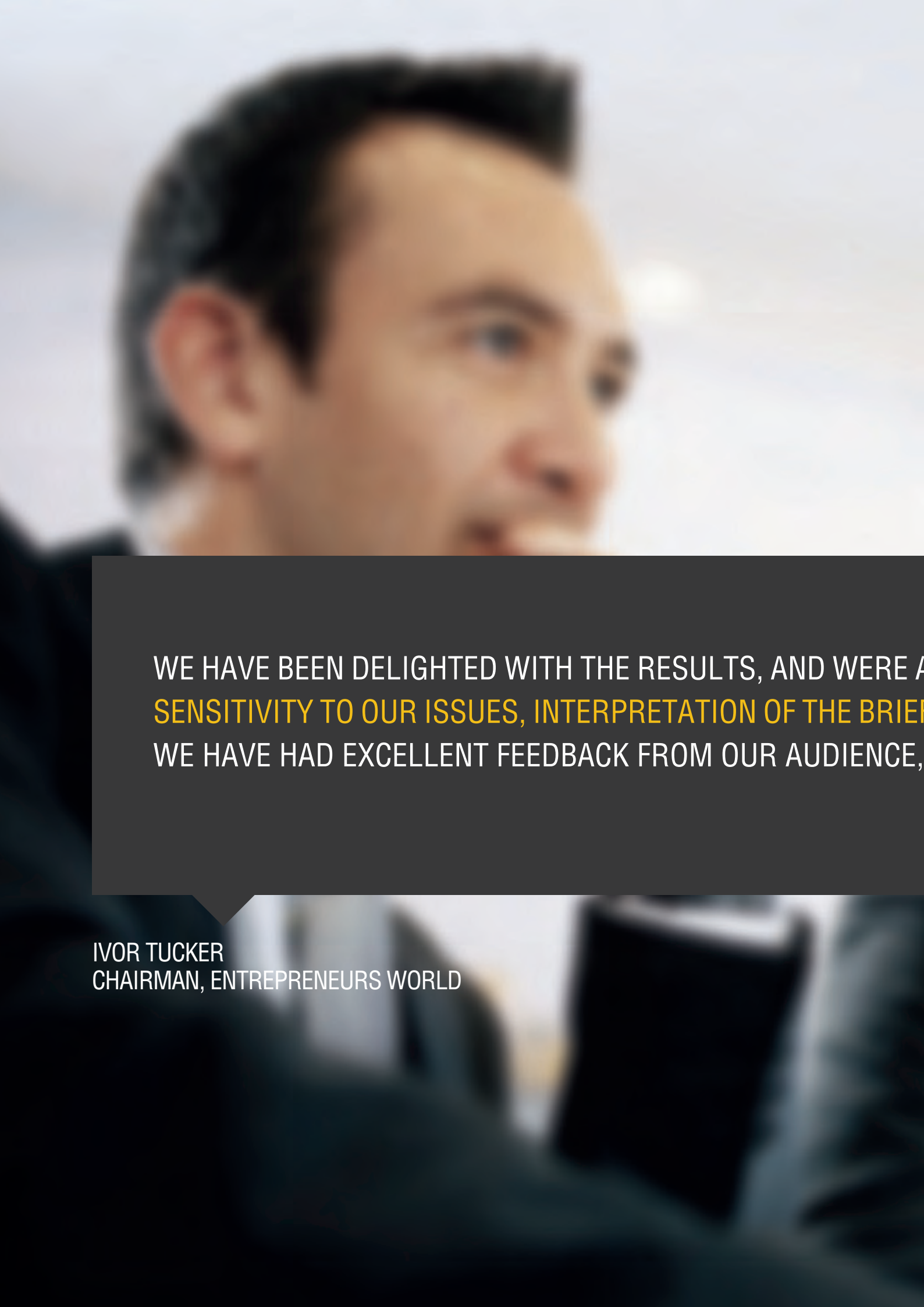
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# PROJECT RESULTS AFTER ONE YEAR

- VASTLY IMPROVED BRAND IMAGE THAT FITS IN LINE WITH EW'S TARGET MARKET
- CLEAR BRAND GUIDELINES AND A STRUCTURED PLATFORM OF FUTURE MARKETING INITIATIVES
- 100% INCREASE IN MEMBERSHIP RESULTING IN THE CREATION OF A SECOND LONDON-BASED GROUP
- 400% INCREASE IN CORPORATE PARTNERSHIPS



WE HAVE BEEN DELIGHTED WITH THE RESULTS, AND WERE A  
SENSITIVITY TO OUR ISSUES, INTERPRETATION OF THE BRIEF  
WE HAVE HAD EXCELLENT FEEDBACK FROM OUR AUDIENCE,

IVOR TUCKER  
CHAIRMAN, ENTREPRENEURS WORLD

ALSO EXTREMELY IMPRESSED BY THE SPEED OF RESPONSE,  
F AND QUALITY OF OUTPUT THAT THEIR TEAM PROVIDED US.  
SO THE JOB HAS BEEN VERY WELL RECEIVED.

# THE CLIENT

Entrepreneurs World (EW) is a high net-worth business networking group that brings together companies looking to grow and investors looking for opportunities. Each company must have at least a £1 million turnover and each member should be a key decision maker in their business; either the owner of the company or a member of the board.

# THE PROJECT

In March 2009 EW employed Latitude Solutions to design and create a new brand for the company, a B2B marketing strategy and assistance with their new membership drive in order to increase sales.

# THE SOLUTION

We began by reviewing competition in the marketplace. What was EW's target market? And what communication structure and 'tipping points' would the director of that size of company require for them to consider signing up to this type of network event? These considerations became the cornerstone of our work as we moved the project forward.

## PHASE 1: LOGO, STATIONARY & WEBSITE DESIGN/BUILD:

Once we had an understanding of the target market and what they required we were able to define the site structure, navigation and text. We then switched our attention to the look and feel of the brand, creating a variety of logos, web designs and straplines for the company. After a few revisions, this was all agreed and the build of the website began.

We worked on the navigation and sales cycle from the perspective of a potential new member, maintaining our focus on what type of company they were and what they would wish to see. We then re-wrote all the existing copy, working closely with the sales director to dramatically reduce the content and place it within the new structure. At the same time the stationery was designed, signed off and produced to fit in neatly with the website.

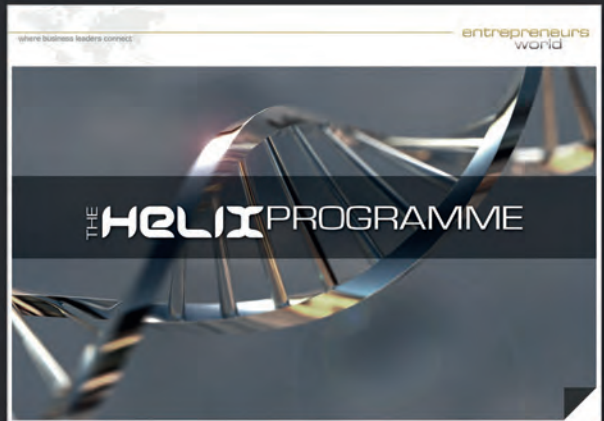
## PHASE 2: B2B MARKETING

Before working with us, EW was using an email process that didn't produce the results required. Latitude re-wrote the content, dramatically reducing the word count. We also recommended a switch from html to straight text driven emails and created a response chain based on whether or not each prospect had attended the meetings. The conversion of emails went from 1 confirmed booking per campaign to 6 and from 3 unique clicks per email to 15 and growing.

## PHASE 3: CONVERTING NETWORKING VISITORS TO MEMBERS.

Following the branding, design and development of the website, Latitude produced survey brochures and members packs. We are now working with EW to develop the back-end members area and launch a new initiative called The Helix Programme which teaches business owners how to exit, buy or raise capital for the company.

EW have now agreed corporate partnerships with Smith & Williamson, Investec and Nabarro since our re-brand and have stated that this wouldn't have been possible without the new brand look and feel.



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**MEMBERSHIP APPLICATION FORM - CENTRAL LONDON**  
Please complete this form and email or post it to us. If your application is not approved, this will be returned to you unprocessed.

MEMBER/APPLICANT NAME: \_\_\_\_\_  
 JOB TITLE: \_\_\_\_\_  
 COMPANY NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 TOWN / CITY: \_\_\_\_\_ POSTCODE: \_\_\_\_\_  
 TELEPHONE: \_\_\_\_\_  
 EMAIL ADDRESS: \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_  
 NO. OF FULL TIME EMPLOYEES: \_\_\_\_\_ NO. OF PART TIME EMPLOYEES: \_\_\_\_\_  
 PRODUCTS / SERVICES: \_\_\_\_\_  
 COMPANY TURN OVER: \_\_\_\_\_

By signing below you are attesting to the fact that you are one of the following:

1. A business owner, executive director, principal, partner or significant shareholder and decision maker of a private company being over £1 million or more p.a., or
2. Have previously owned or managed a company with that turnover level, or
3. An angel investor who is interested in investing in companies turning over that level, or
4. The Chairman, MD or major decision maker of a public company or a subsidiary of one, turning over that level.

If you do not fit any of the above criteria, please state when you feel you will contribute to the other members of Entrepreneurs World. The local Branch Board will then decide whether to approve your membership application.

APPLICANT'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

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And better communication in itself is a refreshed benefit as part of the employment package. People want to know what is going on more than ever, and the smaller entrepreneurs set up recognises the value both in staff and talent retention and improvement for all to contribute to success, and even survival. Team building, small scale celebration of the good things, clear understanding of vision, direction and performance - a treating of staff as genuine stakeholders in the business rather than functionaries is at the heart.

What this study shows overall is that **optimism is alive and well** and living in the heart of entrepreneurial Britain. There is always a place for brand new exhilarating ideas, but what the people we deal with everyday in our own Entrepreneurs World backyard are doing is collaborative, low cost, agile and positive for the workforce as well as the greater economy.

Here's to putting optimism back on the agenda and rolling up sleeves to make it work. It is being done, and the purpose of the study is to encourage more of the same, we should take heart from the fact only 14% of respondents have a pessimistic outlook for the next year.

**OPTIMISM ABOUT THE GROWTH OF YOUR BUSINESS IN THE COMING YEAR**

Category	Percentage
Very Optimistic	38.9%
Optimistic	39.9%
Neutral	25.5%
Pessimistic	10.3%
Very Pessimistic	3.8%



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IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR  
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,  
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**latitude**solutions  
building business. creating brands