

## New PEM Network Partners:

### • Mark Briegal & Phil Hitchen of Ralli.

Ralli is a Manchester based law firm which specialises in corporate and commercial law, employment law, personal injury and more. PEM clients can call Mark or Phil on 0870 998 9000 or visit [www.ralli.co.uk](http://www.ralli.co.uk)

- **Business Angel** for an alternative source of private funding and experience of running a highly successful multi-million pound business. PEM can present investment opportunities to our Business Angel. Please call Chris Greenhalgh on 07769 587267.

## Doctors' Magic Pelagic

Paul Simmons, MD of Simmons Services Ltd wanted to fulfil a dream to take part in a 3-week transatlantic race, the ARC 2008, on his yacht 'Magic Pelagic' and manage his business at the same time.

A real dilemma in achieving the right work-life balance but Business Doctors came to the rescue. Associate Chris Greenhalgh, had been working closely with Simmons Services on operational improvements so he was well placed to take the "helm" in the MD's absence.

Whilst Paul and his crew of 5 sailed from Las Palmas to St Lucia, Chris provided senior management support.

Everything ran very smoothly with Chris reporting weekly via email but never having to link up with Paul's special GPS phone!

Paul Simmons said "Having Chris standing in for me was very reassuring during my absence. In particular Chris maintained the focus of the Operations Team on the KPIs that he helped develop to improve business performance. Chris has been a valuable asset to the business during a crucial stage of its development and we look forward to working with him again in the not too distant future."

Matt Levington of Business Doctors said

## Executive Top Slice

Chris Greenhalgh is now one of four founder members of Portfolio Exec that will be launched next month.

Portfolio Exec will match the needs of SMEs with executives



*Pictured: Chris & Vicky Greenhalgh of PEM Ltd*

on a project by project basis. For the executive Portfolio Exec provides opportunities that are an alternative to full time employment with up to 6 part-time roles becoming their 'portfolio' career.

For the owner-manager there are significant benefits of tapping into senior level expertise on a flexible part-time basis and at fees to suit today's more stringent budgets.

Some clients need an experienced, but a part-time FD to manage growing turnover; some need an executive with merger/acquisition



*Pictured: Paul Simmons' yacht 'Magic Pelagic'*

"We have our own unique brand and Chris helps to strengthen our reputation with every project he leads on our behalf." Visit [www.businessdoctors.co.uk](http://www.businessdoctors.co.uk) - for more details.

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experience for growth; others need experienced operational 'troubleshooters' to help in tough times.

Nigel Harrap, MD of Portfolio Exec said "We now have a team of four very enthusiastic, experienced and well connected people who will drive this new business forward".

Call Nigel Harrap on 07970 751999, Chris Greenhalgh on 07769 587267 or visit: [www.portfolioexec.com](http://www.portfolioexec.com)



## Double Award Win

Symmetrik, who use PEM for ongoing sales lead generation, were last year part of a double award winning £12million scheme at the Three Ways School. Symmetrik is a division of The Helping Hand Company (HHC), who design, manufacture and install ceiling track hoists for establishments where there is provision for people with profound physical difficulties.

Three Ways Special School in Somerset won the 'Project of the Year' and 'Best Value' awards in the South West of England Built Environment Awards. The Symmetrik



technical sales team worked with B3 Burgess Architecture and Leadbitter Construction to install some very complex hoisting in classrooms, a hydrotherapy pool and changing areas.

Andrew Wilson, Marketing Director at HHC said "Through PEM's pro-active approach in developing contacts in both architectural practices and contractors, Symmetrik will continue to win high calibre business."

For more information visit: [www.helpinghand.co.uk](http://www.helpinghand.co.uk)

**Pivotal Events & Marketing Ltd**

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to achieve the right balance for growth



## Coup for Village Re-branding

Millshomes Ltd, one of PEM's retained clients, has recently been part of the re-branding of Houldsworth Village in Stockport.

Located within Houldsworth Village Millshomes is currently developing Victoria & Elisabeth Mills for residential use and with Broadstone & Houldsworth Mills as combined commercial and residential use, make up the new Houldsworth Village concept. All these "theatres" are where people can live, work and relax. Designed by Mickey & Mallory at Broadstone Mill, the whole re-branding has evolved over the last 4 months. The schedule for incorporating the new brand was intense and started with a brand

building workshop for all the stakeholders.

This was followed by the development of a new website, stationery and signage and throughout the process PEM has positively contributed to meeting tight deadlines in the build up to the launch.

PEM is now working with Millshomes to fully integrate the marketing of apartment rentals and sales of stock and off-plan properties.

The Marketing Manager, Sheetal Dharni of Millshomes said "Our main objective is to increase Millshomes' PR activity with the help of PEM. We want to continue building our links with local people within Houldsworth Village.



**Pictured:** Kidsafe event in Houldsworth Village

Last year, Millshomes sponsored a Kidsafe game to educate children about a range of dangers and it was well received. See presentation above at St Elisabeth's School.

For an update on Houldsworth Village's news and events visit the new website: [www.houldsworthvillage.co.uk/](http://www.houldsworthvillage.co.uk/)

The website is an interactive portal that encourages people to join the community and to post blog comments, so why not take a look?

## Flying the Flag

With a commitment to giving back to the local community, PEM was recently invited to an Army Presentation Team evening at Shrigley Hall.

This was a flag flying exercise to place the Army in society as well as informing the audience on what life is like in the Army. Three officers and two soldiers, all with recent operational experience presented what the Army are doing, how they are continually improving and how they are both accountable and responsible.

After the presentation there was a question and answer session. Specific areas of interest were new projects like the upgrading of the Snatch Land Rover, manning challenges and the improvements to Headley Court Rehabilitation Centre and the care of ex-service personnel.

With more than 160 guests and around 30 members of the armed services present questions continued whilst refreshments were served.

Overall, a very informative evening and PEM will now have no hesitation in spreading the good news about our Army.



**Pictured:** Colonel Jim Willis MBE talking with guests

Requests can be made for an Army speaker at future events or for general information please visit: [www.army.mod.uk/presentation/team](http://www.army.mod.uk/presentation/team)

### PEM's Top 10 for 2009:

1. Focus on customer service to add value
2. Brainstorm for leads, record and plan action
3. Be strict on invoice payment dates & chase
4. Investigate reciprocal trading & joint ventures
5. Negotiate better deals on all utilities
6. Keep the bank up-dated
7. Increase face-to-face & on-line networking
8. Increase use of technology to save time and reduce costs like video-conference versus travelling; free calls from your own computer using VOIP; free Google docs to share information
9. Compare the size of the business with the size of professional services employed
10. Be open with the whole team and work together on solutions

## Events & Online Networking



PEM recently attended a private client function hosted by Charter Solutions at the Ashton Memorial in Lancaster.

The event brought together staff, clients, business support and service providers as well as suppliers from across the region to share in a glass of champagne and canapés to celebrate the year end.

For **Networking** with the **Chartered Institute of Marketing** both members and non-members can attend the following events:

Building brand awareness & sales pipeline: a smart approach  
**30th March 2009**  
6-8.00pm  
Manchester

Maximising ROI on direct mail  
**21st April 2009**  
6-8.00pm  
Liverpool

For more details and to **book online** at: [www.cimnorth.co.uk](http://www.cimnorth.co.uk)

**Daresbury Science & Innovation** Business Breakfast Meetings confirmed to date:

**27th March 2009**  
**24th April 2009**  
**5th June 2009**  
8-9.30am  
Daresbury

**Register and book online** at: [www.daresburysic.co.uk](http://www.daresburysic.co.uk)

**Haydock Park Business Club Raceday** in association with Business Doctors  
**21st March 2009**  
9.00am  
Haydock Park

**Book online** at: [www.haydock-park.co.uk](http://www.haydock-park.co.uk)

For **Online Networking** visit **PEM's Directors' profiles on LinkedIn:**

[www.linkedin.com/vickygreenhalgh](http://www.linkedin.com/vickygreenhalgh)  
and [www.linkedin.com/in/chrisgreenhalgh](http://www.linkedin.com/in/chrisgreenhalgh)

More in our next issue.

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