

Business in Berkshire

Newsletters

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This year we are looking to give each of our daily newsletters a core focus so you can determine the nature of the news you wish to receive.

Towards the end of last year we created an opt-in form with various selection boxes, allowing you to select your preferences regarding the key topics you want to hear about. Looking at the results, we realised the most logical approach was to give each newsletter a specific focus throughout the week as follows:



Monday - Events listing.

As it has always been so it shall be!
Who's doing what, when, and where?

Tuesday - Director's news.

A corporate, heavy business focus, bringing in innovations both large and small, legal issues, recruitment and other key business topics.

Wednesday - Communications and Media.

Both offline and online. Sales development and training. Marketing ideas both new and old and how to apply them. New technology, maximising the internet for your business. Bringing together media sources for Berkshire.

Thursday - Networking news. How to get involved in networks around the county, which networks to consider and how to go about setting up your own network.

Friday - Jon's Journal.

An interesting read as you wind down for the weekend. Websites you might find useful. Fun facts about days in history. Things to do at the weekend.

During the next week or so you'll notice the banners start to change on the email headers as we bring each theme to life. This will also provide you with a speedy mental reference when glancing through for that story you just read and wanted to tell someone else about.

Remember, the news you receive will depend upon the options you selected. If you want to change these, it can be done quite simply from the Business in Berkshire homepage.

www.businessinberkshire.co.uk