

Business in Berkshire Goes Daily

Over recent months we've experimented with different layouts and formats, fine-tuning our newsletters to bring you exactly what you tell us you want. Now, owing to popular demand, you will shortly be able to receive a daily Business in Berkshire newsletter from us. The new user-friendly format will give you bite size chunks of news – much shorter than our weekly PR newsletter we publish every Wednesday.



This year we've been aiming to create the 'perfect' Business in Berkshire newsletter – and we've been doing it by a process of elimination! Back in the summer, we tried redesigning the layout of our weekly PR newsletter (the Wednesday edition). Some of you liked it, but on the whole, you told us you preferred the original layout, so that's what we've reverted back to – albeit with some user-friendly changes to cut down on scrolling.

We've also made a few subtle design changes to our Monday (Events) newsletter. But there have been many more changes behind the scenes. For example, we've just revamped our 'On This Day' section, adding stacks of information relating to each and every day of the year. We've also added a number of new sections to Business in Berkshire which focus on specific areas of interest: Technology & Innovation, Finance, Sales & Marketing to name a few.

All of these positive changes led us to experiment with some new ideas for producing daily newsletters – some of you may already be receiving 'Jon's Journal' or 'On This Day'. Many of you have told us our Wednesday PR newsletter is too long – although it's packed with great articles, it simply takes too long to get through. So in response to your feedback, we will be producing a new daily version of our current PR newsletter, covering members news, events, and activities in and around Berkshire but in bite-size chunks rather than all at once.

Look out for the new Business in Berkshire Daily Edition - starting this week.

www.businessinberkshire.co.uk

