



Presents

# The **POWER** and **PITFALLS** of **Strategic Partnerships**

11:00am until 11:45am, Wednesday 11<sup>th</sup> October 2006  
The International Suite, the Ramada Jarvis Hotel, Willerby, East Riding of Yorkshire

An effective strategic partnership can lead to terrific cost reductions or account for a large amount of sales. An ineffective partnership is at best a frustrating waste of time, money and effort. At worst it can jeopardise your reputation and future of your business.

Presenter, John Gilbert, Managing Director of Level M Marketing and Events, shares his beliefs, along with advice and experiences compiled from some of the Humber's leading business people.

This presentation will address:

- how you and your business can benefit from a strategic partnership
- what forms these partnerships can take
- what you can do to increase the likelihood that your strategic partnership is a success
- the potential pitfalls in forming a strategic partnership, and
- some other marketing partnership applications you might not have considered

To register your place at this complimentary presentation, please:

Call 01482 222123

or

Email [partnerships@levelm.co.uk](mailto:partnerships@levelm.co.uk)

We hope you can join us!

"Making the Right Things Happen"

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Presentation follows the Official Opening of Smarter Enterprise at 10:30am on Wednesday 11<sup>th</sup> October.

Smarter Enterprise is a free to attend, two-day event that connects people, knowledge and technology for entrepreneurs, start-ups, growing businesses and those looking for that 'certain something'!