

## Membership for SMEs

By joining WLB you can support our mission: to ensure West London stays the best place to do business. North-West London is the UK's second largest economic powerhouse with £50 billion GVA and 70,000+ businesses. Hundreds of businesses from major corporates such as GSK, PwC and Heathrow through to dynamic SMEs in a wide range of sectors are proud members of WLB, which traces its roots back to the early 1990s. Our wider supporter base includes 8,000+ individuals.

We are a business-led organisation, created by business for the benefit of business. We promote economic development, entrepreneurial activity and innovation as well as supporting the many growth sectors in the sub-region.

*"Our commitment is to raise West London's global economic competitiveness, whilst pursuing social and environmental sustainability."*

We work towards these goals by providing insight, voice and connections to our members and the wider business community. Through this programme we inform and influence the work of local, regional and national government policymakers and promote inward investment.

### THE BENEFITS

- **Insight:** Access up-to-date market intelligence and business information.
- **Voice:** Collective public policy development and lobbying.
- **Connections:**
  - The only high profile networking group covering the region.
  - Effective channel to acquire new business relationships.
  - Targeted organisational and personal profile building.

### SME NETWORKING EVENTS

Our events annually engage 3,000+ senior private and public sector professionals. Members find our networking events highly effective in establishing new business relationships face-to-face.

Our events calendar also offers fantastic speaking, exhibiting and sponsorship opportunities. The programme includes:

- West London Business Awards
- House of Commons Dinner
- House of Lords Drinks Reception
- Fuller's Brewery Reception
- Breakfast series for SMEs on practical topics such as social media, networking and funding.

[www.westlondon.com](http://www.westlondon.com)

**Exclusive to members:**

- Annual Dinner
- Meet WLB – new members reception
- Industry specific events
- Business Leaders lunches
- Christmas Lunch
- Access to events facilitated by local chambers and business groups in Park Royal & Hounslow

**SME MEMBERSHIP PACKAGE**

WLB membership is bespoke to each organisation. A typical SME membership package includes:

- **Insight:**
  - Market intelligence & business information through exclusive 'Members Resources' section of [www.westlondon.com](http://www.westlondon.com)
- **Voice:**
  - Participate in our public policy making process to help ensure a more favourable business environment for SMEs.

- **Connections:**

- Members' discounted rates to access our events programme
- Targeted business introductions facilitated by WLB
- 'Minute of fame' speaking opportunities at select events
- Build awareness and strengthen your personal and brand profile by reaching SME, corporate and public sector audiences
- Introductory editorial on [www.westlondon.com](http://www.westlondon.com) and Twitter
- Access to advertising opportunities in *West Londoner* magazine
- Special 'members only' discounts and offers on services
- Display the 'WLB members' logo – demonstrate your commitment to West London
- On-site marketing at events (e.g. pop-up banners) – Price on application

For further information and to find out how to create a package most suitable to your needs contact:

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**[www.westlondon.com](http://www.westlondon.com)**