

# YOU ARE INVITED TO JOIN OUR EXCLUSIVE NATIONAL NETWORK





# INTRODUCING B4

Building on a 15 year, thriving, responsible business focused community in Oxfordshire, B4 is expanding nationally. B4 grew up as a networking organisation, but the pandemic saw us pivot to a digital future, a future where we could expand beyond the borders of Oxfordshire, yet ensure that connecting our members remains at the heart of everything we do.

Many businesses struggle to reach beyond their existing customer base, an issue only exacerbated since COVID19. B4 provides businesses with both the platforms and tools to be seen and heard, connect and grow through our unique integration of networking organisation with content creation agency.

**OUR VISION** is to scale up this well-established regional business model into a national network of B4 communities - creating the exposure, connections and growth that businesses need in today's digital-first and increasingly virtual environment.

If you'd like to find out more, why not:

- Read our full Expansion Brochure [HERE](#)
- Book a chat with me [HERE](#)
- Subscribe to our B4 e-Newsletter to be kept up to date with B4's expansion as it unfolds [HERE](#)

I look forward to connecting with you.

**Richard Rosser, CEO, B4**









# IS B4 RIGHT FOR YOU?

Do you want **MORE PROFILE** and **MORE CONNECTIONS**?

If 'yes' AND you:

- ✓ Want more connections with a growing network of organisations across the UK
- ✓ Want someone to shout about your expertise, news and more beyond your current network
- ✓ Believe that purpose, responsibility, trust and reciprocation drive real business

...then we're on the right track.

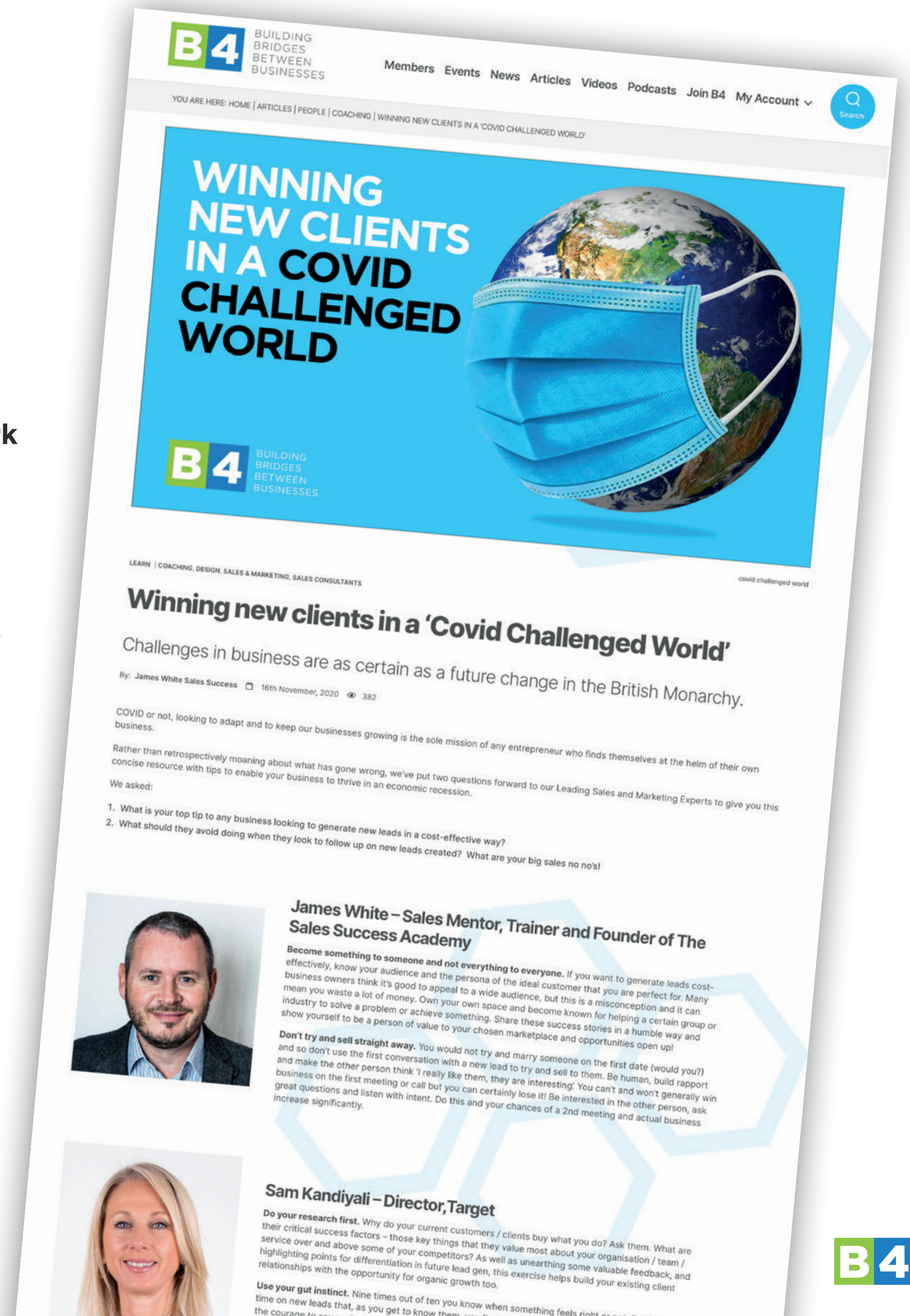
Put simply, we're here to help you secure more profile for your news and expertise whilst at the same time making great contacts with companies who understand that business isn't about short cuts and quick wins.

At B4 we know you're busy so we focus on your **Minimum Input for Maximum Output**, generating as much content but taking up as little of your time as possible.

*"B4's pivot to a digital platform has been nothing short of remarkable and should be a Harvard Business School case study. We're proud to be part of B4 and fully supportive of the exciting expansion."*

Dominic Hare, CEO, Blenheim Palace

**BLENHHEIM**





# MORE PROFILE

Your expertise and news can be communicated in two ways:

## 1. Written Word

## 2. Spoken Word

B4 packages your expertise and news and promotes it as follows:

**News Releases & Articles  
On the B4 website**

**B4TV appearances converted into  
Video and Podcasts**

**SHARED  
B4 Social Media**

**AMPLIFIED**



*“B4 have enabled us to connect effectively with the local business community in Oxfordshire and are a key part of our business development activity.”*

Sarah Foster, Managing Partner, Freeths

**FREETHS  
SOLICITORS**





# ◻ MORE CONNECTIONS

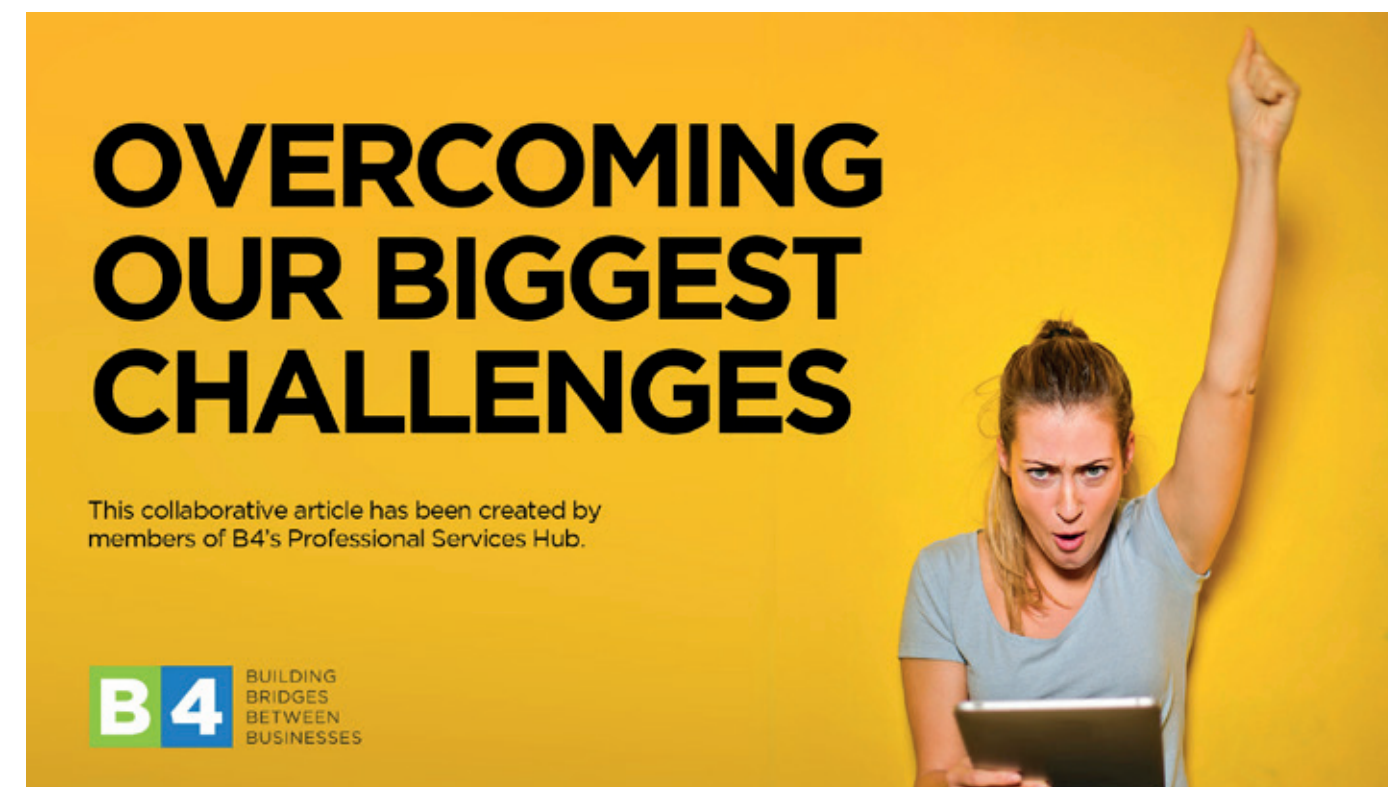
**We connect you directly with the B4 community so that you can build relationships and create great content together as follows:**

**B4 contacts:**

We plug you directly in to the rest of the B4 community so you can start to build invaluable relationships with like-minded organisations of all sizes and from all sectors across the UK.

**Create content together:**

We've seen great relationships develop with members who create great content together. This might be an insightful article posted on the B4 website or a discussion on a key topic on B4TV. Expert content created with input from other experts raises your profile and supercharges your credibility.



***“B4 have been a huge support for Oxford Business Park with editorial, video and engagement with the wider business community in Oxfordshire. We're excited to be partnering with B4 as they grow to new territories so that our other locations can enjoy the benefits of the growing B4 community.”***



Dan Williams, Development Director, Oxford Business Park





# THE REAL MEANING OF BUSINESS

**Business, as we once knew it, has changed forever. Reputations can be won and lost in a heartbeat and B4 members understand that they have a vital role to play for their customers, their employees, their local communities and the environment.**

Workplace wellbeing, EDI (equality, diversity and inclusion), Responsible Business, Sustainability and Community Building are all areas of focus for B4 and it's our job to showcase the businesses that are setting the pace to inspire others to follow their lead.

There are businesses who know that acting responsible in all they do is just good business...equally there are those businesses who just do what they think is right and don't necessarily shout about it.

We get to the heart of some great businesses in the B4 community to learn what works for them and hope we can inspire more and more businesses to follow their wonderful examples.



***“B4 has proven to be an invaluable partner to the Ashmolean and the wider university, business & not-for-profit community in Oxfordshire. Well done B4 for insights, connections, informed editorial, events and diversity....”***



Wendy Ball, Head of Events, Catering & Corporate Relations, Ashmolean Museum



Apply for membership **HERE**

Apply for sponsorship **HERE**



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

[www.b4-business.com](http://www.b4-business.com)

