

B4 RATES BROCHURE

MEDIA PACK AUTUMN 2021



CLASSIC MEMBERSHIP

Annual Rate **£495+VAT**
Additional Seats **£75+VAT**

For over 15 years B4 has helped hundreds of our members to connect at high quality events and secure excellent profile through a range of digital platforms. We invite you to join our growing community of members to help your business connect, raise its profile and work with B4 members who can help to make business more accessible, easier and fun.

SEATS	2
EVENTS, CONNECTIONS & ACCESS	
B4 Classic Events	Open to all seat holders at no charge
B4 Breakfasts, Lunches & Dinners	Open to all seat holders at extra charge – see page 6
Weekly digital contacts	✓
Access to Hubs	✓
NEWS	
B4 Magazine	Separate charge – see page 4
Upload unlimited News and Articles to the B4 website	✓

VIDEO & PHOTOGRAPHY	
All video and photography subject to separate charge	See page 5
Access to B4 Flickr account to download pics	✓
PROFILES	
Company Profile	✓
Individual Profiles	2
Backlink to Website	✓
Weekly Members Newsletter	✓

CLUB PLATINUM



Please note Club Platinum is invitation only to existing Members. For individuals recommended by existing Club Platinum Members to join, they must first purchase Company Membership at £495+VAT and then, subject to approval, must pay an additional £495+VAT for their Club Platinum seat.

Annual Rate Invitation only for existing Members or **£990+VAT** for new Members subject to approval
Additional Seats **£495+VAT**

SEATS	1
EVENTS, CONNECTIONS & ACCESS	
Priority Access to all Events subject to charges where applicable (see page 6)	✓
Invitations to other Club Platinum Member events through B4	✓
OFFERS	
Exclusive offers from other Club Platinum Members	✓
Share your own offer, preferential service or benefit with other Club Platinum Members	✓
UPDATES	
Regular Club Platinum webinars to share challenges with other Members	✓
Regular Club Platinum updates	✓
Invitation to the Club Platinum LinkedIn Group for updates	✓

PRIORITY BOOKING	
On video and photography bookings at preferential rates	✓ see page 4
On B4 Magazine bookings at preferential rates	✓ see page 5
INTRODUCTIONS & SERVICES	
Introductions to / from other Club Platinum Members	✓
Recommend your connections for Club Platinum Membership	✓
B4 post your News for you	✓
Introduce one up and coming business to receive a complimentary B4 Classic Membership	✓
VENUE ACCESS	
Access to the B4 Meeting Room for meetings and webinars at no charge	✓
Access to other B4 Venues as we grow the network of venues	✓

B4 MAGAZINE RATES

	CLUB PLATINUM	MEMBER & NEXUS	NON-MEMBER
Cover Feature*	£695	£1,050	£1,390
Single Page Editorial**	£175	£275	£350
Double Page Editorial**	£195	£295	£390
Single Page Advert***	£95	£150	£190
Double Page Advert***	£175	£265	£350

*includes studio photo shoot & interview with B4's editor with your article first in your version of the magazine

**copy supplied but designed by B4 / also appears on B4 website and promoted through B4 social media

***supplied not designed - separate charges available for designed adverts

How can you ensure your managers are set up to deliver growth for your business?

Management is hard - and it's very rare that new managers hit the ground running - after all they've often had little or no preparation for this critical role. But good management can make or break your business - your leaders are the people you rely on to build and grow your company. The much talked about concept of 'The Peter Principle' outlines the premise that people are often promoted to the level of their expertise, and then once again - beyond their level of capability - and we've all seen examples of people for whom this has happened. Great technical people are promoted into leadership positions, often without any support or training, and then expected to make great managers.

Author: Nicholas, Director - Recruitment

Even the best teams will have moments of conflict

It is not always convenient, so I have the option for a 10 minute trial of my new management software. I have a lot of people who are not very good at their jobs, and I have a lot of people who are not very good at their jobs. I have a lot of people who are not very good at their jobs, and I have a lot of people who are not very good at their jobs. I have a lot of people who are not very good at their jobs, and I have a lot of people who are not very good at their jobs.

Management today is not just about basic leadership skills

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Digitizelectric Expands to Provide Cloud Based Unified Communications Solutions based on Pod from 24Seven Cloud

Digitizelectric has expanded its services to provide cloud based unified communications solutions based on Pod from 24Seven Cloud. This new service allows businesses to manage their communications in a more efficient and cost-effective way.

What is Pod?

Pod is a cloud based unified communications solution that allows businesses to manage their communications in a more efficient and cost-effective way. It is a cloud based unified communications solution that allows businesses to manage their communications in a more efficient and cost-effective way.

Will I be able to integrate it with my existing phone system?

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360 Degree Manager

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OXFORD'S NEW ECO-FRIENDLY HUB FOR SCIENCE AND TECH BUSINESSES

The newly-opened, state-of-the-art Wood Centre for Innovation (WCFI) has a prime location in the heart of the city, and is a dedicated package of support for local science and tech businesses. Not only that, it has a great environmental credentials, is located at the heart of the city's health and data science quarter, and attracts a vibrant community of like-minded start-ups and grown-on businesses.

When you become part of the Wood Centre for Innovation, you'll gain lots of support you don't even know you need

The Wood Centre for Innovation (WCFI) is a new hub for science and tech businesses in Oxford. It is a new hub for science and tech businesses in Oxford. It is a new hub for science and tech businesses in Oxford.

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WHAT IS INNOVATION?

Innovation is a well-known buzz word. It is used to describe new things, whether it be for technology, apps, software, an approach to business, a workplace or events. Some would accuse the word of being over-used and having lost its meaning.

What does innovation mean to you?

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How the next twelve months will see us embracing our abilities to write even more innovative ideas than we can provide answers to over 100,000 people who expect business is changing and we need to react to it

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Fueling the Small Business Engine of the UK

As the founder of Enterprise Nation, a community of over 75,000 small businesses each year, Emma Jones HEE isn't resting on her laurels. Far from it, she wants to continue the UK's most trusted business support marketplace, building on her wealth of experience, knowledge and energy which has seen her become a trusted representative of the UK's small business community for both government and media.

Background

Emma Jones HEE is the founder of Enterprise Nation, a community of over 75,000 small businesses each year. She is a well-known figure in the small business community, and has been a trusted representative of the UK's small business community for both government and media.

Backing Britain

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All prices quoted are net of VAT

STUDIO RATES

	CLUB PLATINUM	MEMBER & NEXUS	NON-MEMBER
Promotional Video Shoot - 1 minute video shot in the B4 Studio	£495	£750	£990
Zoom Shoots - 15 to 20 min webinar converted to video	£495	£750	£990
Photo Shoots - 10 high resolution photos	£295	£450	£590



All prices quoted are net of VAT

EVENT RATES

Please note prices are a guide only and are subject to change	CLUB PLATINUM	MEMBER & NEXUS	NON-MEMBER
B4 Classic Events	N/A	N/A	No Access
Breakfasts	£35	£70	No Access
Lunches	£95	£135	No Access
Platinum Dinners	£160	£225	No Access



DIGITAL OPPORTUNITIES

	CLUB PLATINUM	MEMBER & NEXUS	NON-MEMBER
Banners on website - period of one month in one position	£195	£295	£390
Newsletter Sponsorship for 4 Newsletters for one month	£495	£750	£990
Website section sponsorship - one section for one month	£245	£375	£490



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WE LOOK FORWARD TO
HEARING FROM YOU



WWW.B4-BUSINESS.COM



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