



Specialty Practice

West London Business Chamber of Commerce

West London Business

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I started my internship at West London Business on 22nd of August, my first impressions were as cloudy as the weather outside. This was because I came Monday to the office and nobody was expecting me, my supervisor was out until Thursday.

Thursday I got to meet Jo Evans who will be my supervisor for the next three months. As all things done at WLB my walk thru was fast and professional. This is your office, this is your desk and they are... If you have any questions please come and ask me, I will come and brief you later about what I am doing here as everybody else.

In order to better understand my role and the way I worked at WLB we have to know and understand everyone's duties:

Chief Executive

Frank Wingate

Frank joined West London Business in the August of 2004 after a 4 year stint as head of media relations, Government affairs and stakeholder communications for Edexcel, the high profile educational qualifications body.

After taking a degree in Modern History from Oxford, Frank moved on to Public Relations and was by his early thirties running a division of Hong Kong's largest PR agency. There he was an active member of the British Chamber of Commerce helping to create its SME Committee. He has the highest profile of the WLB team, naturally. Between his many tasks are being in touch with the stakeholders, media, important members, spokesman at events, in short making sure that everyone is aware of the WLB good results and high standards.

PA to the Chief Executive

Tamsin Lee-Parsons

Her job involves keeping track of CEO's daily program, she keeps contact with other PA's, confirms meetings and other tasks. Also she keeps contacts with a series of service providers as IT or security and stationary suppliers.

Operations Manager

Jo Evans

As Operations Manager Jo is responsible for developing the systems and procedures of West London Business, sourcing new funding streams and developing links with partners. She will be my supervisor, checking up on me, giving advice and passing on different tasks that I must do.

Events Manager

Manvier Jagpal

Manvier is responsible for co-ordinating and managing of over 40 events for West London Business members and their guests each year. These events are designated to cover and target a broad range of businesses, large and small.

The events programme covers a wide range of formats from the formal Annual Dinners to seminars and social events. All the events are designated to provide members with opportunities to network and to gain valuable information, in an enjoyable atmosphere.

Events Co-ordinator

Nam Sharma

Responsible for a great deal of 'behind the scenes' work that goes into making each event such a success, Nam is kept busy organizing and assisting the development of over 40 events a year.

Events Assistant

Shelley Sharma

Shelley is the other important person for the WLB perfect planning and smooth event running. She is in charge with bookings, confirmation calls, mail-merging and other tidies but important event tasks.

Marketing Manager

Paul Parkinson

As the Marketing manager for WLB Paul is responsible for all aspects of the marketing mix including press releases, marketing material, web-site development and product development. Paul was one of the most important persons in WLB both formal and informal, this was due to his experience being the manager with the longest stay at WLB, five years.

Business Development Manager

Simon Caffrey

Simon is responsible for building the membership and working with existing members to help them get the best out of their membership of WLB. Simon had started only two months before my arrival at WLB, he was in the phase of relationship building with current and perspective members. This was a critical task of which success big business depended. I brought my contribution building a targeted database for Simon and he thanked me nicely “Wow, this is awesome, you exceeded all my expectations”.

Sales Administrator

Nina MacPherson

Nina joined the organisation in June 2002 and is one of the first points of contact for WLB members. Nina controls the administration of the membership service and is also responsible for keeping the database up-to-date.

Economic Development Manager

Russel Harris

Russel heads up the team responsible for providing property relocation and investment support, as well as advice on a range of business services to help retain companies in West London.

Database Administrator

Sharon Kidd

As the premises team Database administrator, Sharon enters premises information onto the database, is responsible for monthly mailings to property agents and also undertakes general administrative work for WLB. Sharon joined WLB in September 2001.

Invest West Executive

Julie Parokkaran

As Invest West Executive, Julie is one of WLB's main contacts for companies seeking space and advice on doing business in West London, whether already established here or setting up for the first time.

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Student: Mihai Andrei

Report on work experience for the week
22-28 August

I've started working on Wednesday because my supervisor was out of office for two days. Wednesday was like learning people names and almost everyone from the company explained me what they do and they hope to achieve, also I helped with some invitations and office work.

Thursday I done some work in the office and in the evening we had a networking event at a BMW Dealership and because I was looking very smart I did with Tamsin the reception at the event, more I had some talks with the business people that attended and they were impressed of my English and business knowledge, they have a good impression of British-Romanian University students now. Friday was an easier day, some more explanations and database building.

Report on work experience for the week
29 August - 4 September

Week 2.

I caught up speed and I started to manage better, know people etc. Basically the whole week I did desk jobs, in special data entry. I attended a sale meeting and gave inputs

to our Membership Consultant, he appreciated my feedback and we discussed on selling techniques.

On the last day I attended training for a new database program that's being installed on West London Business Network. It is Alcium software and is called Evolutive.. Basically it is a program that helps us to manage all contacts, tasks, groups, events etc.

This new software is especially useful to our property department, they do free property searches for companies located in or which want to locate in West London. Now they can attach pictures to the properties from the data base, make better reports and keep track of the results and communications between WLB property and different companies.

Report on work experience for the week

5-11 September

Week 3 started with a Team Meeting Monday Morning, a usual monthly meeting where everyone tells what they done and give inputs. I had also to say what I did and I got some praises for the IT Data Base that I am making it.

The next three days off course data entry which starts to bore me and lots of problems with new Alcium software because when they transferred the old data base in the database of the new software they made a mess, but we are in the process of sorting it. This problem doesn't affect me really at the moment because I am working on some other things. From next week it is possible that I am going to help the property team and then it could be tricky.

Friday I attended a meeting with Paul Parkinson, Marketing Manager of WLB. We went to a brand design company, they work to build West London Brand. At this meeting they presented the final form of the logo, two different slogans to choose from and the identity manual with instructions on using the logo, instructions as font, colors, background, paper, position etc. Also we talked about the best way to be introduced to the six Boroughs that make West London.

Report on work experience for the week

12-18 September

First day of week 4 was a usual one.

Only office work, internet research for companies in the transport field of work. The research was useful to Jo Heigho – EDS Consultant, she works on implementation of LDA 2 Objective.

On Wednesday I went to a meeting with West London Business Mkt Manager, we went to London 2012 offices, London 2012 is the organization who won hosting of the Olympic 2012 Games for London. At the meeting there were representatives from most of the organizations who had backed the bid and the meeting objective was to discuss what needs to be done so they don't lose the momentum gained.

It was interesting to attend the meeting because I was able to make an idea on how different organizations with different goals manage to work together to achieve something.

Report on work experience for the week

19-25 September

Week 5 was an interesting one.

I started a project for the Property Department, we changed the Database software so now we are able to attach pictures to our properties in the data base. I had to contact our Real Estate Partners and tell them to send us pictures for the properties that we had in the data base. After that I attached the pictures.

I also did some work in the accounting department, made invoices and receipts.

Report on work experience for the week

26 September - 2 October

Week 6 continued with work for the property department. After writing e-mails to all the real estate agents with which we work I started to receive answers and pictures. Once I finished introducing pictures for Office Space, I started again. Only that this time was for Industrial and Retail Properties. This task kept me busy all week and it will continue until the middle of the next week. Even if introducing some pictures in a database seems like a easy task and it is, this is actual the end of a process. The process implies talking to real estate agencies, chasing them to send the pictures because they are busy obviously, transforming the pictures from pdf file to jpeg, naming them and putting them into the database. In the end I did this for a few hundred of pictures around three or four hundred.

Report on work experience for the week

3-9 October

Week 7. On Monday and Tuesday I finally finished the work for the property department, all the pictures that I received from real estate agents are now in our database. During Wednesday I did office work and I done some research regarding Hong Kong, China and their business relations with Great Britain. The information was needed by the Events Department to write the invitation at a event called with the theme China & Hong Kong. The event is open to all businesses that are currently exporting or are interesting in becoming exporters. On Tuesday I worked for Marketing Department, we were having a problem with a Property e-newsletter that was due to be sent next day. Because of some page design we weren't able to send the newsletter without all the writings get messed up. In the end after a few hours of trial and error, a dozen tests and lots of stress I found a solution. I set everything up for the next day and the Property e-newsletter was sent without problems.

Report on work experience for the week

10-16 October

Week 8 began with the assignment of an Elephant task to me, I had to assign user names and passwords to all West London Business Members. The user names and passwords were needed so they could access the Members Only Zone of West London Business web site. So I had to assign them passwords and usernames, to create their profiles on our web site with all their contacts, company information, size, type of business and person of contact. I did this for about 280 companies, at the end I had to communicate them in a secure way their passwords and usernames. Because it would take me two days to send two hundred and eighty individual e-mails I had to find an easier and secure way. I did it, I e-mail merge utilizing some very flexible features of Microsoft Word so every company got only their user name, password and instructions about logging in. I ended the week talking with our Membership Consultant about building a data base with every person and company that attended West London Business events in the past four years. The thing is that this database has to be built in such a manner that it can be used as a selling instrument. It has to provide accurate, exact and accessible information to support the selling presentations.

Report on work experience for the week

17-23 October

Week 9 started in force due to the fact that I had to finish the database for the Membership Department. Even if I started work since Thursday previous week and worked on it in the weekend also it seemed that it will never finish. After centralizing all the attendee's lists for the past four years, I had a database with 2800 lines. This means 2800 people that attended West London Business events. I had to go through the entire list to eliminate duplicates, make sure that the addresses are correct and arrange the information in an easily viewing manner. In the end I used color marking to highlight some things and arrange the information in columns to in such order to

support Membership Department needs. The final version had 2350 contacts of people that attended WLB events in a very manageable and readable layout.

I finished this database only because I worked at home in the week-ends. When I finally delivered the database every one was impressed especially our Membership Consultant. I am also very satisfied of the way it turned up and don't regret all the work put into it.

Thursday I attended the most important event for West London Business. Annual dinner is the event at which WLB presents its results and also consolidate relationships with its members and partners. I was there to help the events team, arrived at the hotel at 3 a clock to set up the reception and other stuff. From seven o clock guests started to arrive, I helped check them in because it is one of the most important moments, if people wait too long to take their badges and get in they will be in not too good mood. Once finished I talked to our guests who were sitting at the same table with me and had dinner. I finally left around one a clock in the morning after we got every thing in order and finished talking to guests and work colleges.

For me Annual Dinner was a very useful experience, a opportunity to get in touch with local realities and to spend some time with colleges out of the office, it was a nice experience.

Report on work experience for the week

24-30 October

Week 10

Considering that the previous week we had our Annual Dinner which is West London Business most important event some tasks had been neglected cause we concentrated on delivering a perfect event and every one from WLB worked hard for that. So I had to catch up and get up to day different small things, e-mails to be answered, database work to put in the latest pictures and so on. I also done some research and had talks with WLB Events Manager about doing a study regarding WLB Members opinion on

evens fees. Because this study would involve talking to members about some sensitive things as events fees and their opinion I asked permission and talked to WLB CEO. I got permission and some suggestions, so I proceed to do it. This study involves selecting a series of WLB members and e-mail them asking their opinion, after receiving the answers I have to do some calculating and we will see how much are they willing to pay for different events

Report on work experience for the week

31 October - 6 November

Week 11 was a usual one.

I continued my work with property modifying pictures and putting them in our database. For marketing I did some client relations because some of our members had difficulties accessing our website member's only section. On Thursday I worked for Events Department doing different things necessary for the smooth run of Speed Networking that was held later at Wembley Plaza Hotel. After 15:00 a clock I left the offices with a colleague and went to Wembely Plaza Hotel to check that every thing is in place and in order. From 7 a clock guest start to arrive so we were quite busy greeting guests, answering their questions and talk to them. In spite of the bad weather and remote location the event has been a success, the trainer Jamie Moodie had a good performance and the guests left feeling that they learned something that can be used in their business relations.

Business as usual at WLB.

Report on work experience for the week

07 November - 14 November

Week 12

I continued to work on the Buy Response Curve study. I encountered a few problems caused by the low response rate for the survey. I planed the way I will present the study, what and how it will show the results. Also I am trying to make it interactive, meaning that I wish to offer the possibility to input events fees to see what Buy Response Curve can be expected from different type of organizations as Corporations, SME's or non for profit.

I also started to close things and to gradually finish my pending tasks considering that the placement program is closing to an end.

Report on work experience for the week

15 November – 16 November

Week 13, or the last two days

Basically talked to colleagues, changed contact information, gave the last reports and made sure that nothing has been forgotten to be passed along.