

PRESS RELEASE

The Social Network

A young solicitor, Louise Cardwell, believes that small and medium sized enterprises (SMEs) are providing the entrepreneurial spark that will reignite industry in the region and help to turn the country's fortunes around; she's also a staunch believer in the role networking plays in this.



As part of her drive to help build the business and her 'black book', she's starting a women's-only networking group in Bury St Edmunds (where Atkins Thomson, the law firm she works for, is based) on Friday 30 September. It's so new, Louise hasn't come up with a name yet, but the invitations have gone out, the venue is booked (Strada, 12 noon – 2.30pm) in the town centre, and all future networking sessions will take place on the last Friday in the month.

Why is this of interest? Louise knows exactly why: "The whole country's being adversely affected by the downturn in the economy. People are holding back, not spending because they lack the confidence, yet there's an army of SMEs all over the country growing, diversifying, employing and the one thing we've got in common is networking." In fact everyone's doing it and there's more of it about than ever before, probably because it works. It's no longer about pressing the flesh and whipping your business card out as soon as possible; it's about learning how other industries work, sharing information and helping each other. "There are a lot of very talented and positive people out there," says Louise, "and working together, rather than competitively, is a really effective way to make things happen. Women are very good at that."

To find out how you can join Louise's networking group, please contact her on louise@atkinsthomson.com or call 01284 731922.

Ends.

Media information:

Sharon Morrison, Sharon Morrison communications
sharon@sharonmorrison.com, 01255 830216, 07811 439269