



# HEIDELBERG BESIGHEIDSKAMER HEIDELBERG CHAMBER OF BUSINESS

Posbus / PO Box 111, Heidelberg 1438  
[www.heidelbergchamber.org](http://www.heidelbergchamber.org)

**MISSION: TO PROMOTE THE INTERESTS OF THE BUSINESS COMMUNITY**  
**MISSIE: OM DIE BELANGE VANDIE SAKEGEMEENSAP TE BEVORDER**

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## AGENDA MEMBERS MEETING

**12 September 2017**

### **1. Opening & Welcome**

Minute of silence for Piet van Coller  
Nico van Huyssteen open with prayer.

### **2. Address from new President**

Van Zyl Schultz thanks Pierre from Auto City for sponsoring the meeting.  
Mr. Schultz implore the attendees do support local businesses and provide the quality service that will prevent people form "charging out of town for a better price". We have to drive to increase membership and make new people welcome.

### **3. 60 Seconds**

Van Zyl Schultz gives Auto City 180 seconds to present their business.  
Members have 60 seconds.  
Non-members to present themselves and their business to the chamber.  
George Clark asked to show the non-members how it's done.

### **4. Meals on Wheels**

Amanda Potgieter presents what the purpose of Meals on Wheels are and inform the meeting of where the Heidelberg Meals on Wheels branch is. She asks for members' involvement and support.

## **5. Heidelberg Heritage Association**

Hendrik Brits gives more information of what the HHA is about. Hendrik asks the members and businesses to support them. Business Chamber is an executive member of the HHA.

The Heritage Symposium is from 19 – 21 October 2017. Mr. Brits Invites members to be part of the Symposium and the HHA.

## **6. 15 minutes stretch break**

## **7. Guest Speaker (Elenore Baiocchi)**

Van Zyl presents Elenore Baiocchi from Going Social to the meeting. Eleanore gives us more information on how to use Social Media to promote our businesses.

A few notes:

- Strategy
- A change of mind-set
- A focus on business drivers
- Measurable
- Virtually free
- Build a database
- Easy to connect with & connect people
- Easy to target
- Groups & communities
- NOT a passing phase
- Benefits
  - New opportunities
  - Create brand equity
  - Learn
  - Feedback
  - Exposure
  - Generate leads

- Become or stay relevant
- Build database
- Sell
- Competitor checks
- Customer service
- Viral effect
- Post with purpose
  - Define your target market
  - Track results
  - Keep everyone informed
- Have to have a funnel (Sales Process)
  - Awareness
  - Evaluation
  - Conversion to purchase
  - Retention & Advocacy
- Website
  - Content pages
  - Database
  - Blog (every two weeks) - then split it up to post on different platforms
  - Newsletter
  - Catch people before they leave your page.
- Understanding the different platforms

## **8. Closing and Dinner**

Van Zyl closes the meeting and invite everyone to enjoy the lovely dinner prepared by Nicol and her team.

**Next meeting: 10 October 2017 .**