

Stepping It
Up:
marketing,
branding
and
selling
social
enterprise
exhibitors

Exhibitors

Blue Rocket

Blue Rocket is a well respected ethical PR company that helps social enterprises to build their media profile in the right way. The company has an established track record in the sector and a sister company that is a social enterprise.

Our authentically ethical approach means that we really care about the work we do and our clients trust us because they know that we deliver. We offer a range of special packages to help make good PR accessible to social enterprises of all sizes and our team also provides in-house PR training and copywriting support.

www.bluerocketgroup.com

www.greenrocketgroup.com

Business Link in London

Business Link in London is the first place to come for high quality information and practical advice to help you make the most of business opportunities, tackle challenges, and access the most appropriate business support. We are different because we are independent, impartial, free and available 24 hours a day through our telephone enquiry line and website.

Call us on: 0845 6000 787 Visit us: www.businesslink.gov.uk/london

Calverts

Calverts is a mutually owned and managed co-operative, working with social enterprises, third sector organisations and enlightened individuals everywhere to create strong visual identities and develop marketing and promotional materials which will engage and motivate your audience.

To discuss your project please contact Arthur Stitt or Sion Whellens on 020 7739 1474 or see www.calverts.coop for more about our co-operative.

Change Community Project

The Change Community Project is a social enterprise established in 2007 to advance education on all aspects of finance, information technology, arts and crafts and cultural and community welfare. These issues reflect the strengths of the 4 Directors who manage this project.

We specialise in running accredited training courses in most of the above subjects and a number of organisational development courses in Fundraising, Quick Books and Book-keeping. We also manage projects and we are happy to work in partnership with other agencies. Our office is based in Stratford, Newham but we work across London.

Please contact us on 020 8555 0770 or email: changeccproject@aol.com

Clarity

It is solely through the generosity of our customers we are able to provide employment, welfare and training for our blind and disabled staff. In return for this support they get products that they genuinely want for themselves or as a gift for a friend or relative.

Clarity started life in 1854 and now employs 87 people, the majority of whom have complex disabilities. More than 70 products are manufactured by Clarity employees including:

- Vegetable bar soaps in fragrances from Sandalwood, Vintage Rose, Lavender & Buttermilk
- Liquid Hand Washes
- Shampoos and Conditioners
- Foam Baths and Shower Gels
- Hand & Body Lotions

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We also make fantastic cleaning products including washing up liquid, multi-surface sprays and room fresheners plus a great "Turbo" Car Cleaning kit for all motoring enthusiasts!

For further information and a FREE gift if you mention "SEL Event" contact John Stutchfield on 020 7619 1650 or j.stutchfield@clarityefbp.org

Contact4Me Ltd

Contact4Me is a membership solution, to aid identification, enable next of kin contact and provide medical alerts, should the worst happen

It is recognised that it can take emergency services up to five or six hours and even days to contact a person's next of kin. An emergency occurrence could be anything from a road traffic accident, to someone falling in the street or just becoming disorientated while outside.

Contact4Me would be of benefit to *all ages* and groups of society.

Contact4Me is a simple membership card facility – which allows members to 'store' up to ten emergency contact numbers on a central database. In an emergency or accident, when the cardholder may not be conscious or in full command of senses, the card will give emergency services instant access to essential family and friends' telephone numbers and crucial medical alerts.

www.contact4me.co.uk

Divine Chocolate

Divine Chocolate Ltd is not only a successful and delicious chocolate brand, consistently growing in an incredibly competitive market, but it also represents a pioneering business model, proving that fairer trade is commercially viable on a large scale.

Divine Chocolate is co-owned by the Ghanaian cocoa farmers who supply its Fairtrade cocoa – so they share Divine profits as well as receiving the Fairtrade price for their cocoa. In the UK we have grown a brand and a reputation that is inclusive, fun, accessible, high quality, passionate and determined – and a fantastic range of chocolate which you can find in supermarkets, shops, cafes, leisure venues and church stalls nationwide. Through the Fairtrade deal, and ownership of the Company, the Kuapa Kokoo farmers' cooperative has developed into a thriving, dynamic and democratic organisation – benefiting from the regular Fairtrade income, the premiums that are funding community improvements for thousands, and the international status and 'seat at the table' in the cocoa market, as well as the Dividend that owning Divine has given them.

www.divinechocolate.com

EGAR

EGAR Educational Games And Resources is an Award-Winning Social Enterprise. We produce Personal, Social and Health Education PSHE 'Learning for Life' Discussion Cards and Posters; for teachers, youth workers, mentors and parents/carers to use, to educate teenagers and young people in Personal Development and Self Responsibility.

The 'Choice' Discussion Cards and Message Posters cover health, crime prevention, personal development, citizenship and environment, with ten discussions in each series. They are dynamic 'talking' tools for staff and parents to use to support teenage and young people's work in Bullying, Drugs Awareness, Knife, Gun and Gang Culture, Alcohol, Addictions, Your Life and Friends.

EGAR, Educational Games And Resources Ltd, Canonbury Business Design Centre, Unit 10B Shepperton House, 89 Shepperton Road, Islington, London N1 3DF

W: www.egar.co.uk E: egar@egar.co.uk T: 0844 800 3056

Flavour Gateway

Starting the Flavour Gateway was the idea of some of the women attending the Business Start-up course delivered at City Gateway Women's Project. This resulted in a business start-

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up project being launched with the women being involved in the process of developing the business plan.

Some of the women even took part in a Dragon's Den Style pitch to secure the seed funding for the start-up of the business, and were successful in their endeavours. Now the hard work starts ... making the business work. Having successfully delivered on our first orders including the 650 invitees at the 10th Anniversary event of City Gateway at East Winter Gardens in Canary Wharf, we are quietly confident about the future.

www.flavourgateway.com

Gateway Media

Connect with Gateway Media to create fresh ideas and solutions that work, enabling you to communicate with ease.

The market is changing so you need fresh ideas and tactics that work. Our award winning innovative creative team can deliver the best solutions for you. As a social enterprise we know the challenges you face. So from printed media to interactive development, from digital film and video production to website design and development and marketing consultation, let us give you the edge you need. We are on hand to talk about how you can take the next steps to improve your communications strategy.

www.gateway-media.co.uk

Harris & Company

Harris & Company is a firm of Chartered Accountants and business advisers, started by Nigel Harris in 1990. The firm is located in Swiss Cottage NW London.

We have a well trained team who are very approachable. We provide a tried and tested back office accounting service where we act as your accounts department so you can focus on running your business and we provide you with the financial information to make decisions in a way that suits you.

If you are looking to raise funds, prepare a plan or are in need of some solid business advise, we would be delighted to talk to you.

Please contact Nigel Harris: E: Nigel@harrisandco.uk.com T:020 7372 2300

W: www.harrisandco.uk.com Skype: Nigelbh

International Coaching Alliance

The ICA was founded to provide high quality, affordable training, mentoring and coaching programmes to the public sector, charities, social enterprises and individuals. In the past, training to become a coach has only been accessible to those who could afford to invest thousands of pounds in fees.

People who have been able to benefit from coaching have generally needed to have plenty of disposable income. That is no longer the case. The ICA's philosophy is that Coaching can transform lives so it needs to be available to everyone.

Contribution is a key value to the directors; and so the concept of partnering with charities, social enterprises and non-profit making organisations to offer voluntary coaching within their organisation was a main focus when developing their business plan. This resulted in the International Coaching Directory, profiling coaches from around the globe who were committed to devoting four hours a month to one of The International Coaching Alliances aligned charities, social enterprises and non-profit making organisations.

All the coaches featured in the International Coaching Alliance Directory have demonstrated a passion for contribution and have satisfied our stringent criteria for membership.

Contact: Portland House, Stag Place, Bressenden Place, London SW1E 5RS

T: 0845 356 7668 E: info@icacoach.com W: www.icacoach.com

klessi

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At klessi we are marketing and communication experts with a passion for using business to promote social and economic change.

We work with organisations that are committed to change, from traditional businesses to social enterprises, charities, not-for-profit entities and local government agencies. From marketing strategy & planning through to campaign implementation & monitoring, we help our clients become more famous, more profitable and thus better able to make a difference.

klessi's network of highly experienced professionals has an impressive track-record, across the private, public and not-for-profit sectors and is dedicated to clients' business success & social results.

For more information, please visit our website www.klessi.com or contact info@klessi.com.

London Rebuilding Society

London Rebuilding Society is a specialist provider of loan finance to the not-for-profit and social enterprise sector. We lend from £5,000 to £50,000 for a maximum of 10 years. If you wish to apply for a loan, you will need a business plan with financial projections, and you will need to show us how you will reach your sales targets, deliver your service, and produce sufficient from your trading to repay us.

Because we specialise in the Third Sector, we understand its ownership and management structures, its markets and its funding streams, and our requirements will therefore be different from a bank. Added to this we will be happy to talk to you about your plans at an early stage.

London Rebuilding Society, 1st Floor, 9 Bonhill Street, London EC2A 4PE
T: 020 7682 1666 W: www.londonrebuilding.com

MANNA

Manna is a community & social enterprise development agency. We offer specialist support and guidance from setting-up to strategic positioning - including brand management, dynamic B2B networking, access to free accredited training to staff & volunteers etc, to maximise current opportunities available.

Contact: info@mannatrust.org or call 0845 675 1056

NCVO

The National Council for Voluntary Organisations (NCVO) is a charity that gives voice and support to over 280,000 staff in voluntary and community organisations. With over 6,900 organisations in membership, including a host of social enterprises we are the largest umbrella body in the sector. In line with our commitment to supporting all social enterprises, we are pleased to offer London Social Enterprise Network members a 20% discount on NCVO membership.

For more information and to join visit www.ncvo-vol.org.uk/SEL or call 0207 520 2414 quoting Social Enterprise London.

NGO Media

ngo.media is the leading editorial, copywriting, publications and training agency working only with charities, socially driven organisations and ethical businesses. Our core social purpose is to help these organisations communicate better – so they can make a positive difference to people, communities and our environment. Visit our exhibition stand to sign up to our newsletter and find out how to receive your FREE copy of *Your Ethical Business*.

Contact us on 020 7426 8875, email info@ngo.media.org.uk or visit www.ngomedia.org.uk

Off the Streets and into Work (OSW)

OSW is a registered charity that tackles homelessness by supporting individuals to access education, training, volunteering and employment.

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What we do:

Provide services through partnership

OSW works with a variety of specialist homelessness and training agencies to provide a range of services, including job coaching, training, and job brokerage.

Conduct research and influence policy

Based on our research, OSW aims to influence policy makers, service providers and homeless people themselves, so that individuals can chart a clear, coordinated, supported route out of homelessness towards independence.

Pilot, innovate and develop good practice

OSW tests new approaches and generates new ideas, which are promoted widely to policy makers, service providers and homeless individuals

Off the Streets and Into Work, 4th Floor, The Pavilion, 1 Newham's Row, London, SE1 3UZ
T: 020 7089 2722 F: 020 7089 2750 E: info@osw.org.uk

Ogunte Ltd

Ogunte is a social innovation and leadership development company. We harness women's skills to put them at the forefront of the social economy.

Our mission is to develop their vision and actions for local and global sustainable development.

These women can be social entrepreneurs, campaigners, members of SME's, or employees from large organisations, who, by their activities, become influential social leaders and change many people's lives for the better.

We call these women Social Innovators. Our services are designed to grow their talent. We offer business development, networking strategy and events, social leadership and regeneration programmes, face-to-face and on-line.

www.ogunte.com

OneOne Hundred Foundation Limited

The OneOne Hundred Foundation is a social enterprise established with the remit to make available the significant knowledge base and unique tools that statistically score projects and programmes against the known 'points of project failure' to the public and not for profit sectors. The Foundation's mission is to inform and support the development of project management skills and experience in the public and not-for-profit sectors in order to create a meaningful and lasting step change in project delivery performance.

OneOne Hundred Foundation, 26 York Street, London W1U 6PZ
T: 020 7788 7764 W: www.oneonehundredfoundation.com

Red Ochre

Red Ochre is a well known social enterprise that provides consultancy, training and support to the Third Sector. Our mission is to provide appropriate, imaginative and innovative advice, support and guidance so that organisations are better able to deliver their own economic, social and environmental objectives. All of us have extensive experience of the community and voluntary, as well as the commercial, sectors.

We work with individuals and small groups as well as some of the largest organisations in the sector. We work across a range of activities and have a fantastic reputation for our training delivery. We are currently running a Pan-London Social Enterprise support programme for BAMER groups.

Red Ochre, 3rd Floor Downstream Building, 1 London Bridge, London SE1 9BG
www.redochre.org.uk

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RISE

RISE is the voice for South West social enterprise and supports the development of sustainable social enterprises in the region.

RISE, is the manager of the Social Enterprise Mark, operating in South West England. RISE is working to make the Social Enterprise Mark available nationwide by 2010. The Mark is subject to strong interest and demand across the UK and has benefited from wide press coverage.

The Social Enterprise Mark is a label which tells customers that a product or service comes from a social enterprise and is creating a social or environmental benefit. The Mark offers social enterprises a simple way to inform customers about the wider social or environmental impacts they offer and to take advantage of the business opportunities presented by an ever growing trend in ethical consumerism. The Mark enables social enterprises to differentiate themselves from private business and any corporate social responsibility schemes, or 'greenwash'. The Social Enterprise Mark is funded by the National Lottery through the Big Lottery Fund and it is sponsored by the South West Regional Development Agency, The Co-operative Group and Triodos Bank.

RISE, Unit B, Pynes Hill, Exeter, EX2 5AZ. E: info@rise-sw.co.uk. T: 01392 456535

Smart

Smart is an independent, through-the-line advertising and design agency employing teams of designers/art directors/ copywriters. The Company has a long track record of originating, developing and delivering creative concepts that are intriguing, attractive and stand out from the crowd. Services provided include creative, copywriting, design, web, production and print buying, media; strategy, planning, buying, digital moving image. Our expertise extends from brand planning and strategy through to campaign execution.

Smart, The Flag Store, 25 Queen Elizabeth Street, London SE1 2NL
T: 020 7939 0780 M 07738 936240 E: peter@2325smart.com W: www.2325smart.com

Social Enterprise London

Social Enterprise London, the organiser of today's conference, is the key support and development organisation for London's social enterprises, and was the first organisation of its kind in the UK. It celebrated its 10th anniversary late last year. SEL provides an expert programme of business support and training for social entrepreneurs and social enterprise employees from pre-start up to full business maturity. It plays a leading role in advocating and lobbying for improved support and opportunities for social enterprises, working particularly with local authorities and public agency commissioners, private sector procurers and policy makers at a regional and national level.

SEL runs the London Social Enterprise Network, the largest network of social enterprises of its kind in the UK. Join the network today for the special discounted rate of £10.00+VAT. See staff at SEL's exhibition stand for details.

T: 020 7022 1920 E: info@sel.org.uk W: www.sel.org.uk

Society Media (Social Enterprise Magazine)

Social Enterprise is the only UK magazine dedicated to social entrepreneurs providing news, views, advice and ideas for all those in the business of social, environmental and economic change.

Come and visit us to tell us your news and views (good and bad!)...and importantly to become a part of our brand new RBS SE100 index.

Katharina Fischer, Social Enterprise Magazine
E: katharina@societymedia.co.uk T: 020 8533 8892

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sounddelivery

sounddelivery is a forward-looking and innovative social media training and production company. We equip your organisation or business with the tools to shape and sharpen your key messages and the confidence to reach out to new audiences. Social Media applications such as podcasting, vodcasting, audio slideshows, blogs and social networks offer exciting opportunities to bring your work to life in a compelling way. sounddelivery can help your organisation understand the ever-changing multi-media landscape. We enable you to make the kind of issues you're dealing with on a day to day basis relevant to a wider audience. We can train your teams to create your own content or produce material on your behalf.
E: jude@sounddelivery.org.uk W: sounddelivery.org.uk T: 020 8888 2951

St Luke's

Everything we do at St. Luke's starts and ends with a great conversation. We believe creative work should not be an end in itself, but should give the audience fuel for banter, to encourage debate or to inspire action. Strategic planning identifies the right time and place to effectively fuel these conversations and create communities.

We're grabbing hold of the new technology that allows us to develop these communities deeper and stronger than ever before – breaking down walls between brands and consumers and encouraging consumer-brand collaboration.

We know how to do it because we practice what we preach. St Luke's has always been a true community, a co-operative in which every person has a voice and a responsibility. We are a tight team that works in a truly collaborative way – escaping hierarchy as much as we can and harnessing good ideas and insight from whatever, whoever and whenever they come. Clients and partners are invited into the heart of our community so we can work together to build their brands.

Contact details: E: edent@stlukes.co.uk W: www.stlukes.co.uk T:0207 380 8888

Success Partners LTD / eWoman

Success Partners LTD is an award-winning international training and development organisation that creates pioneering services and products for private, public and third sector (social enterprises, charities, voluntary, community and faith-based) organisations. We specialise in Women's Personal Development Programmes, Leadership/Management Personal Development Programmes, Emotional Wellbeing Programmes, and Community-Focused Wellbeing Programmes. Our Overcoming Emotional Baggage Initiative™ focuses on promoting emotional wellbeing in our society through the provision of services and resources targeted at individuals, groups, communities and organisations. Our eWoman Development Programmes focuses on developing socially and economically disadvantaged women and young ladies, so they can turn their lives around and become effective contributors to society. We also offer speaking services that can be tailored to a specific audience.

For more information about our services and products, log on to www.gladysf.com or call +44(0) 870 750 1969

Vjem Events

Vjem Events (pronounced v-gem) is a small talented team of project and event managers led by Event Director Veronica Jones. Our team specialise in the planning and delivery of live and special events servicing the public, third and private sectors. We have worked with a range of clients including Business Link, LB Lambeth and Hackney Council for Voluntary Services, to achieve specific objectives using various event formats such as festivals, carnivals, fun days, dinner dances, exhibitions, conferences and concerts. Vjem Events also provide a venue finding service which is absolutely free and very popular with our clients. 2007 saw the launch of our event training programme which runs throughout the year for young people and our clients.

Contact Veronica on 020 8819 9919 to talk through your event ideas and see how we might be able to work with you to reach your own objective.
Alternatively email veronica@vjem.co.uk W: www.vjem.co.uk.

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Third Sector Magazine

Third Sector is the UK's leading weekly magazine and website for and about charities, the voluntary sector and social enterprise.

It has 80,000 readers among chief executives and senior managers, professionals working with the sector and opinion formers. Thirdsector.co.uk has on average 43,000 unique users, with 22,300 people subscribing to the daily email bulletin.

ThirdSectorjobs.co.uk has over 400 professional jobs in the sector to search at any time and attracts more than 97,000 unique users a month.

www.thirdsector.co.uk

Wave

communicating messages that matter... wave co-operative specialises in print and web design for charities, social enterprises and public sector organisations. With over 20 years' experience we are highly creative and work in an open, flexible and ethical way.

We focus our skills on helping organisations communicate more effectively and our integrated service ensures your message reaches as wide an audience as possible.

Our services include: corporate identity; fundraising campaigns and direct mail; reports, reviews, magazines and newsletters, exhibition stands and displays; website design and build; content management systems; e-zines; e-commerce; interactive applications and games.

wave, Creative Media Centre, 45 Robertson Street, Hastings TN34 1HL
T: 01424 205355 E: felix@wave.coop W: www.wave.coop
https://twitter.com/wave_design

White Box Digital

White Box Digital is a social enterprise focussed on bridging the digital divide by providing IT and Internet Marketing solutions to socially-focussed organisations that are normally only found and affordable to larger commercial organisations.

Our clients cover a range of social problems including homelessness, environment, male sexual abuse, child poverty and young people not in education, employment or training.

Our products and services include:

- Branding and logo design
- Website design and build
- Search engine optimisation
- Content management systems (CMS)
- Films and motion graphics
- Remote Desktop IT solutions

Contact: David Barker
T: 0844 669 7614 E: david.barker@whiteboxdigital.com W: www.whiteboxdigital.com

You Too - Mindbody Fitness

At You Too – Mindbody Fitness we help people change their unwanted behaviours into more resourceful ones. We assist individuals to set and *consistently* reach their goals & desires. By using techniques and methodologies found in NLP we help people create significant positive change on a deep subconscious level. These changes, once made remain a permanent part of their new behaviour.

So whether someone wants to build confidence, motivation or concentration in their sport; lose their fear of public speaking; or make a change to their own personal development You Too – Mindbody Fitness can guide them through to success.

T: 020 3371 8138 W: www.youtoo-mindbodyfitness.co.uk