



# MicroBizMattersDay

recognition • action • learning

Friday 8 January 2016

[www.microbizmattersday.rocks](http://www.microbizmattersday.rocks)



# This is how it rolls...



*Tina and Tony here...*

After the absofabuloso global **#MicroBizMattersDay 2015**, supported by a partnership of Sage UK and Google for Work, we thought we should rocking well do it all over again.

You can check out the videos from the January 2015 event here if you missed it:

<http://microbizmattersday.rocks/google-hangout-schedule/>



On **8 January 2016**, hundreds of thousands of micro business owners - we really hope it will be 1 million - will be giving 8 minutes (or more) of their time to help other micro business owners somewhere in the world. The three main areas of focus for #IGave8 minutes of action to help other micro enterprise owners are:

- ◆ #Customers
- ◆ #Cashflow
- ◆ #Chat

This annual day of **Recognition, Action and Learning** helps us achieve the aim of the Enterprise Rockers' global community and movement that we launched in January 2012; that aim is 'to make life better for micro enterprise owners everywhere'.

**#MicroBizMattersDay #Customers #Cashflow #Chat #PowerOfPlenty**

Enterprise Rockers is a free, independent, co-founders-funded, informal, no-contact-details-required movement. Because of this, hundreds of global institutions, companies, membership organisations and networks can confidently promote our campaigns and #MicroBizMattersDay to their micro enterprise customers, users and members - we are not in competition, we want to collaborate.

#Hashtags are very important on #MicroBizMattersDay. They will help us count the number of people across the world who share:

- ◆ #IGave8 minutes  
or
- ◆ #IGave8£, € or \$.

Twitter, YouTube, Facebook, LinkedIn and Google+ channels are all effective ways of communicating with micro business owners and we have Enterprise Rockers looking after every social media channel on the day.

***Our reach is massive.***

**#MicroBizMattersDay #IGave8 #IGave8£ #IGave8€ #IGave8\$**



## Rock up and rock with us...

Organisations of all types and sizes can rock up and rock with us to make life better for micro business owners everywhere. Of these, a limited number of organisations that **wish to promote** the day to their micro business owner customers, users or members and **make a donation** to the running of the day will be recognised in the lead up to the day, on the day itself and for a full year to the next annual #MicroBizMattersDay in 2017.

These organisations are referred to as **#RockingSupporters**. All #RockingSupporters must be meeting, or working towards meeting, the five principles of the **#MicroBizMatters Challenge** which we launched through Start Your Business Magazine and Business Zone in July 2012.

## Everyone can #Rock for #MicroBizMattersDay ...and donate too!

**1. Donate an 8 minute video** (it can be less than eight minutes but not more). Why not provide learning of real practical survive-and-thrive value to micro business owners through a video? These videos will go on our YouTube channel and be freely available for micro business owners everywhere to access. At the end of the video you can provide a 'call to action' with links and details of your company; however the contents of your video must not be an advert for your business. Please email the link to your video from your YouTube channel to Jo Harrison: [jo@writersblockadmins.com](mailto:jo@writersblockadmins.com). PLEASE NOTE: Enterprise Rockers reserves the right not to use the video based on content or quality.

The **#MicroBizMatters Challenge** is:

- 1. To pay our bills on time (#PayIn30Days)**
- 2. To provide products and services that meet our needs (#NotAnSME)**
- 3. To listen to and understand us**
- 4. To communicate with us in plain language**
- 5. To be inclusive, irrespective of business owner, business location, business age or type.**

*This year, as well as giving at least 8 minutes, #IGave8, we are also introducing two new types of donation:*

**2. Donate 8 euros, pounds, dollars or currency of your country.** #MicroBizMattersDay 2016 will see the launch of 'Hit the Rocks?' All money donated and any remaining from our #RockingSupporters will be the foundation of this new crisis fund. Micro business owners who have a major crisis of some kind - such as serious illness, a client going bust, theft, technology blowout to name but a few - can apply for a grant of £500 (or the equivalent in other currencies) from the fund panel to keep them going. We are working with **+moregiving** to ensure donations make the maximum impact to those that need it.

**+moregiving**

## It's Party Time for this one-gig-a-year band...

The top 3 categories of #RockingSupporters (5★, 4★, 3★ - see following pages) are invited to join us on Friday 8 January 2016 at the Portobello Business Centre on Ladbrooke Grove in the heart of London. Here, our Party, Green Room, TV Studio and Press Room will link to #MicroBizMattersDay events - and the micro business owners running them - around the world.

Eight hours of broadcasting, live streaming and hangouts will take place from here. Each one-hour session covers a different type of micro business or micro business topic, so that business owners can 'tune in' at the time which most interests them.

As well as Enterprise Rockers co-founders Tina and Tony, you can also meet our Celebrity Entrepreneur guests including Sway, Charlie Mullins OBE, Penny Power OBE, Tim Campbell MBE, Chris Percival, Janice Gordon, Tom Evans, Lorraine Allman, Laura Henry and many more; Head Roadies, internationally and nationally known micro business owners helping to run the event, including Gaynor Carr, Elaine Clark, Tracey Bird, Julie Stanford, Ed Goodman and Paul Lancaster; #RockingMusos (our professional musician friends), and along with those joining us from the Press and Media, of course we have our production partners JournoLink, Start Your Business Magazine and Portobello Business Centre.

### Broadcast Schedule for #MicroBizMattersDay

Studio guests at Portobello Business Centre will be joined online by guests from many different countries and there will be a continuous update on minutes and money donated, and all of the activities by #MicroBizOwners to support each other.

|               |  |
|---------------|--|
| 9.00 - 10.00  | Tune-In Hour   |
| 10.00 - 11.00 | Food & Drink Hour  |
| 11.00 - 12.00 | Home Business Hour   |
| 12.00 - 13.00 | Trades Hour  |
| 13.00 - 14.00 | Enterprising Young People Hour supported by Enterprising Child |
| 14.00 - 15.00 | Collaboration Hour   |
| 15.00 - 16.00 | Stuff-You-Need-to-Know Hour                                    |
| 16.00 - 17.00 | Let's Rock Hour  |

Please note all times shown are GMT.

#MicroBizMattersDay #PayIn30Days #NotAnSME #Rock #IGave8

#MicroBizMattersDay #MicroBizOwners

# Our Production Crew...

## Start Your Business Magazine with SYBC TV and SYB FM RADIO – Media Channel Partner

Start Your Business Magazine was established over a decade ago and remains one of the UK's most successful small business magazines. Over the last few years, Start Your Business Arabia and Start Your Business India have been formed, along with their own TV channel and 24 hour radio station.

With a team of award winning writers, broadcasters and industry experts; readers, viewers and listeners can learn the latest developments affecting small and micro businesses as well as the hottest franchise opportunities. The Founder of Start Your Business, and CEO of Gambit Publications International, Zia Mallick, has supported the Enterprise Rockers' movement since its inception.

You can see this on <http://sybc.tv/>, hear this on <http://www.sybfm.com/> and read this on <http://StartYourBusinessMag.com>



Our production partners for the day and their #rocking teams guarantee us another #MicroBizMattersDay that will truly make a difference.

## Portobello Business Centre – Venue, Studios and #Rocking Party Partner

Portobello Business Centre is an award winning business development agency and enterprise agency described as 'the best in London'. It offers a wide range of services for people who want to set up on their own and for already established businesses planning to expand. Check out their website <http://www.pbc.co.uk/> for the courses, business advice and the consultancy they offer.

Based in North Kensington, they have over 25 years of experience in providing impartial business advice, training, networking and consultancy to pre-start, start-up and existing businesses. Many of their services are partially subsidised. They have helped start numerous businesses from a variety of sectors including Innocent Drinks, Preen, Arganic, Incognito, Carrieme, 009Textiles, Mark Fahart, The Pure Package, Unpackaged, Lorella Belli Literary Agent and Karen Karam.

Chief Executive Allen Pluck and his team have been massive supporters of Enterprise Rockers' campaigns and on the first #MicroBizMattersDay, provided successful micro business owner clients of theirs to be interviewed during the #DesignandCreativeHour.



## JournoLink - PR Partner

JournoLink affordably links small and micro businesses with journalists and the media. JournoLink is an interactive platform enabling business owners to manage their own PR and send out their business stories to journalists, broadcasters and bloggers.

JournoLink wants business to cultivate its own news agenda, present it on its news merits and gain credibility and coverage for that. They encourage their clients, including the Enterprise Rockers CIC, to join the social conversation, suggest feature ideas and provide brilliant online tools and resources so that business owners make a valuable contribution that engages the public.



Today, everyone and every business can be a media mogul. Most businesses have Facebook, Twitter and other social accounts. JournoLink helps business owners to think like PRs, and to engage the news agenda. The reward is visibility in whichever media they choose.

Enterprise Rockers have been proud to collaborate with JournoLink since its inception and the Managing Director of JournoLink, Gemma Guise, was interviewed as part of #MarketingHour on the first #MicroBizMattersDay. <https://journolink.com/>

## Tina and Tony's Chief Head Roadies for Enterprise Rockers and #MicroBizMattersDay

Meet Jo and Gaynor who have helped us with Enterprise Rockers and #MicroBizMattersDay for the last three years. All #RockingSupporters can rely on Jo and Gaynor to recognise their contribution to the day in all forms of media.

Jo Harrison looks after the #MicroBizMattersDay communications through e-mail newsletters and the <http://MicroBizMattersDay.rocks> website [www.writersblockadminsivices.co.uk](http://www.writersblockadminsivices.co.uk)



Gaynor Carr is the designer behind all our logos, boards, banners, counters, publications, downloadable and printed programmes, and other resources. [www.thesmartstation.com](http://www.thesmartstation.com)



# #RockingSupporters Bundles

Shown here are the #RockingSupporters bundles for #MicroBizMattersDay. There are different bundles available to different sizes of organisation - however, all #RockingSupporters agree to work towards our #MicroBizMatters Challenge (see above) and promote the day to their micro business owner customers, users and members.

## 5★ ACCESS ALL AREAS

### Donation £9,950

Available to companies or organisations with more than 250 employees which have micro business owner customers in more than one country (counting the UK as 4 countries).

Number of **5★ ACCESS ALL AREAS** Bundles available: 4

**For £9,950**, your organisation will receive headline and major, direct participation in the day and 'on camera' headline branding as follows:

- ◆ on the boards behind guests and hosts in our TV studio
- ◆ on the banners in the green room and party room where guests and media will be assembling throughout the day
- ◆ on banners in small media interview room

#### Other media headline branding and participation is as follows;

- ◆ on the MicroBizMattersDay.rocks website with write-up about your organisation and links to your offer to micro business owners
- ◆ a representative of your organisation will have a short interview live during the day so that you can explain to all those that are watching why you are supporting the day

- ◆ in the downloadable souvenir programme for the day which will also be printed for the celebrities and guests attending the party and TV studio. This will include a full page on why your organisation is participating
- ◆ one of the broadcast hour sessions during the day will be named as supported by your organisation e.g. 'Food & Drink hour supported by XXXX Corporation'
- ◆ Access to all areas for two people which includes the pre and post parties, the day at the Portobello Business Centre and access to all celebrities, guests and media representatives.
- ◆ Promotion of your organisation on all social media channels and mentions by Tony and Tina on all broadcast media throughout #MicroBizMattersDay. Any video you donate will also be promoted and featured on our websites.
- ◆ Opportunity to contribute souvenirs and literature to our fabulous goodie bags for all attendees at the Portobello Business Centre on the day - including celebrities and media representatives

All #RockingSupporters will probably want to take our YouTube streaming of the day for their own websites and we will provide all Supporters with a downloadable souvenir programme of the day for their customers, users and members.

## 4★ VIP ACCESS

### Donation £4,950

Available to medium and large companies with over 50 employees

Number of **4★ VIP ACCESS** bundles available: 12

**For £4,950**, your organisation will receive direct participation in the day and 'on camera' secondary headline branding as follows:

- ◆ on the boards behind guests and hosts in our TV studios
- ◆ on banners in the green room and party room where guests and media will be assembling throughout the day
- ◆ on banners in the media interview room

Other media secondary headline branding and participation for **4★ VIP ACCESS** #RockingSupporters is as follows;

- ◆ on the MicroBizMattersDay.rocks website with write-up about your organisation and links to your offer to micro business owners
- ◆ access to all areas of the Portobello Business Centre for one person, at any time of the day, including our green room and party room

- ◆ in the downloadable souvenir programme for the day which will also be printed for the celebrities and guests to attend the party and TV studio (includes a half page on why your organisation is participating)
- ◆ each of the 12 **4★** supporters will be given an element of the day which is branded with their name. For example, each of the 3 rooms we use in the Portobello Business Centre; the minutes 'clicker'; the funds 'clicker' and the various main sections of our website e.g. #RockingMusos, #8MinuteActions and so forth. Tony and Tina will make these branding allocations on a first-come first-served basis.
- ◆ promotion of your organisation on all social media channels and mentions by Tony and Tina on all broadcast media throughout #MicroBizMattersDay. Any video you donate will also be promoted and featured on our websites
- ◆ opportunity to contribute souvenirs and literature to our fabulous goodie bags for all attendees at the Portobello Business Centre on the day - including celebrities and media representatives

### 3★ BACKSTAGE PASS

#### Donation £2,450

Available to micro and small businesses with 0 to 49 employees

Number of 3★ BACKSTAGE PASS bundles available: 4

For £2,450, your enterprise will be allocated as the #RockingSupporter of a broadcast learning hour on the day with:

- ◆ your branding on the day's schedule, downloadable and printed programme and on our website and broadcast media for the hour, as in 'Home Business Hour Supported by XXXX AndDaughterLimited'
- ◆ right to nominate a micro business owner (it can be you) to appear as a guest in the studio (or by hangout, if you prefer) in the broadcast Learning Hour you have been allocated
- ◆ recognition by Tina or Tony of your support for the 'hour' prior to, during and after the hour is broadcast.
- ◆ quarter of a page write up in the programme and on our website with links as to why your enterprise is supporting #MicroBizMattersDay
- ◆ promotion of your organisation on all social media channels and mentions by Tony and Tina on all broadcast media throughout #MicroBizMattersDay. Any video you donate will also be promoted and featured on our websites
- ◆ opportunity to contribute souvenirs and literature to our fabuloso goodie bags for all attendees at the Portobello Business Centre on the day - including celebrities and media representatives

### 2★ PRIVATE BOX

#### Donation £950

Available to micro and small businesses with 0 to 49 employees

Number of 2★ PRIVATE BOX Bundles available: 12

For £950 your enterprise owner can participate by Google Hangout in one of the broadcast learning hours and will receive the following extra branding and recognition of your support:

- ◆ the video of your hangout will be posted on our #MicroBizMattersDay and #YouTube sites
- ◆ one-eighth of a page write-up in the programme and on our website with links as to why your enterprise is supporting #MicroBizMattersDay
- ◆ you will be posted a souvenir programme and any other special offers or souvenirs our #RockingSupporters provide us for #MicroBizMattersDay
- ◆ at some stage during the day whilst broadcasting, Tony or Tina will thank your enterprise for your #RockingSupport
- ◆ your twitter handle will be tweeted as many times as we can, as a #RockingSupporter, throughout the day

### 1★ FRONT ROW

#### Donation £190

Available to self-employed people and micro businesses with 0-9 employees

Number of 1★ FRONT ROW Bundles available: 24

For £190, your enterprise gets a two line entry and logo with link as a #RockingSupporter of the day on our #MicroBizMattersDay website and in the downloadable and printed programme for the day. Additionally:

- ◆ you will be posted a souvenir programme and any other special offers or souvenirs our #RockingSupporters provide us for #MicroBizMattersDay.
- ◆ at some stage during the day whilst broadcasting, Tony or Tina will thank your enterprise for your #RockingSupport
- ◆ your twitter handle will be tweeted as a #RockingSupporter throughout the day

**FIRST COME, FIRST SERVED – ACT NOW!**

## **Join the #Rocking VIP Party NOW!**

If you would like to participate in the day through one of our fabulous #RockingSupporters bundles, contact #MicroBizMattersDay co-founders *TonyRobinsonOBE@gmail.com* or *Tina@TinaBoden.com*

If you have a great idea for another way to support this global day of recognition, action and learning, then that's very welcome too! We'll listen because we love *#enterprise, #unique, #innovation and #collaboration.*

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recognition • action • learning

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