

West Lanc's Digital/ICT/New Media Cluster
Group

Wednesday 13th February 2008

5.30pm-7.30pm

Oeste Tapas Bar

24 Chapel Street
Ormskirk
L39 4QF
Tel: 0871 811 4601



FORMED IN ASSOCIATION WITH
lancashire ict cluster groups

Key Speaker:

Dave Mapple - NXO "Effective Marketing"

nxo is a marketing agency with a difference. Working with clients from the formulation of strategy, through delivery of tactics to the analysis of results, we provide end-to-end marketing solutions for companies ranging from start-ups to blue chips.

A full service marketing communications agency established in 1995, their range of services includes strategic consultancy, advertising, design and print, website design, PR, events, direct mail and online marketing. Using the most appropriate and effective tactics, they utilise the skills of their own team in conjunction with carefully selected suppliers to provide fully integrated campaigns that are always focused on results.

This will be a very informal meeting and will provide you with the opportunity to discuss your marketing strategies and how effective it has been. I hope we can share your experiences and learn from each other. It will also give you the opportunity to meet many other like minded individuals from Lancashire [ICT/Digital based businesses](#) and key personnel from the University, Local authorities and public sector.

Light Snacks will be available so we would be grateful if you could confirm your attendance and if you could also forward it to others who might be interested.

Yusuf Musa

Digital and Creative Industries Broker
M: +44 (0) 7917 086579

Business Link Northwest

City Office Park, Bluebell Way, Preston, Lancashire, PR2 5PZ
Telephone: 0845 006 6 888, Facsimile: 01772 790140, email: info@businesslinknw.co.uk

Our enquiry line is open between **8 am and 8 pm Mon to Fri** and **8 am and 2 pm Sat and Sun**.
For more information on **Business Link Northwest**, visit www.businesslink.gov.uk/northwest