

**In This Issue**

- Your Chamber
- Chamber Events Diary
- Upcoming Member Events
- Rebranding for Member
- Some Speedy Networking
- What's Happening in Mole Valley
- Why Liquid?
- Special Offer from Content Creatures
- International Recognition for Member

**Would You Like to Contribute or Be Featured in Your NEWSLETTER?**

Please do let us know if you have a special offer, an announcement or an article you'd like to share with your fellow Members.

Perhaps you have recently won an award or can offer some business advice - or maybe you'd like to put your business in the \*Spotlight\*.

We'd love to hear from you!

**PLEASE SEND YOUR CONTRIBUTIONS TO**  
[info@leatherheadchamber.co.uk](mailto:info@leatherheadchamber.co.uk)

**YOUR CHAMBER**  
 CLICK BELOW TO GO STRAIGHT THERE

- [EVENTS DIARY](#)
- [Your Member Benefits](#)
- [Member-to-Member Offers](#)
- [Membership Directory](#)
- [Your Board of Directors](#)

**WELCOME TO OUR NEW MEMBERS**

**Broadplace Advertising Ltd**  
 Full Service Digital Agency for SME's, based in Leatherhead  
**Mr Ajay Syal**  
 Managing Director  
[Email Ajay](mailto:ajay@broadplaceadvertising.co.uk)

**Coop Funeralcare - Ashtead**  
 Funerals and Memorials and Pre-paid funeral plans.  
**Mrs Janet Neeson-Hicks**  
 Funeral Director  
[Email Janet](mailto:janet@coopfuneralcare.co.uk)

**M Thorne Consulting Limited**  
 HR Consultancy, based in Bookham.  
**Mrs Mara Thorne**  
 Owner  
[Email Mara](mailto:mara@thorneconsulting.co.uk)

**Chamber Events**

**TRANSFORM PRESENTATION & NETWORKING EVENING**  
 Wednesday 3 August  
 6.00pm to 8.00pm  
 St John's School  
 Leatherhead  
[CLICK HERE FOR MORE](#)

**BUSINESS BREAKFAST**  
 Wednesday 17 August  
 7.30am to 9.30am  
 Bike Beans Cafe  
 Ashtead  
[CLICK HERE FOR MORE](#)

**BUSINESS BREAKFAST**  
 Wednesday 21 September  
 7.30am to 9.30am  
 Polesden Lacey  
 Great Bookham  
[CLICK HERE FOR MORE](#)

**BUSINESS BREAKFAST**  
 Wednesday 19 October  
 7.30am to 9.30am  
 Rialto Lounge  
 Leatherhead  
[CLICK HERE FOR MORE](#)

**BUSINESS BREAKFAST**  
 Wednesday 16 November  
 7.30am to 9.30am  
 Leatherhead Leisure Centre  
 Leatherhead  
[CLICK HERE FOR MORE](#)

**BUSINESS BREAKFAST**  
 Wednesday 21 December  
 7.30am to 9.30am  
 Village Restaurant  
 Bookham  
[CLICK HERE FOR MORE](#)

**Member Events**

**Surrey Hills Networking Evening**  
 Thursday 28th July  
 5.30pm to 7.30pm  
 The Cock Inn, Headley  
 Surrey Hills Networking is a new, monthly, networking event for local businesses, jointly hosted by Chamber Member, The Cock Inn.  
[CLICK HERE FOR MORE](#)

**Surrey Hills Networking Breakfast**  
 Thursday 25th August  
 8.00am to 10.00am  
 The Cock Inn, Headley  
 Surrey Hills Networking is a new, monthly, networking event for local businesses, jointly hosted by Chamber Member, The Cock Inn.  
[CLICK HERE FOR MORE](#)

**REBRANDING FOR Titan ES Ltd**

Formerly Infinite Energy (IEPV Ltd), Titan ES Ltd incorporates Titan Eco and Titan Sky.

**Titan Eco** is a business services company with an eco heart, working with businesses to help them grow, cut costs and save energy.

**Titan Sky** is available for all types of imaging and aerial video work, including building projects, estate agent details, historic buildings, roofing work, etc.

Please do get in touch if you'd like further information

**Mr Sam Tilley**  
 Managing Director  
 Titan ES Ltd  
 07971 697 136  
[sam@titaneco.co.uk](mailto:sam@titaneco.co.uk)  
 11 Uplands | Ashtead | KT21 2TN

**SNAPPED AT SPEED!**

We were delighted to welcome both the Members and guests who joined us for the opportunity to engage in some speedy networking at our evening event in The Mezz Bar at Leatherhead Theatre on Wednesday 6th July.



Photos Credit: Dick Jones  
**Jones' Creative Services**  
 Chamber Vice President

**LOCAL EVENTS**

What's Happening in Mole Valley

**Prudential RideLondon**  
 Sunday 31 July

**Rotary Club Golf Day**  
 Friday 26 August

**Heritage Open Days**  
 8th to 11th September

**Arts Alive Launch**  
 14 September 6.30pm  
 Yehudi Menuhin School  
 Chamber Members welcome by Invitation  
 Please contact [Dick Jones](mailto:dick@jonescreativeservices.co.uk) for information

**Arts Alive Street Party**  
 Leatherhead HighStreet  
 Saturday 17 September



Affiliated to Surrey Chambers of Commerce

Welcome to your July Newsletter - we hope you'll enjoy reading it. Newsletters are circulated during the last week of each month - please do **let us know** if you have colleagues who would also like to receive a regular copy.

**Digital Innovation in Leatherhead**  
 Interview & Article by Isabel Proud

They've twice been awarded 'Best Business' in Leatherhead. Their work has taken them to Nepal, Laos, Peru, Uganda, Kenya, Cambodia, Sierra Leone, India and Ghana to name just a few locations, as well as much of Europe. Their brand promise is 'we make you look good'.

So who are Liquid Productions, and what do they actually do?!



"People almost seem slightly disappointed when they hear that we're not a brewer!" chimes co-founder and Creative Director, Matt Day, as he nurses a cuppa in a Liquid branded mug.

"On the side of my mug it reads, 'Great film production that doesn't take the biscuit'". I'm told that sums them up quite well.

"We started the business to meet the growing need for all businesses to utilise video as part of their communications and marketing strategy. We're a creative agency and can help any company with their corporate videos, whether they've used video a lot or whether they're first timers."

Matt goes on to explain why Liquid Productions are so called: "We have a fluid production model; we've adopted a nimble approach that allows us to meet with each client's requirements. Second, we are refreshing to work with. Many of our competitors are 'wanna be' film makers. We're not like that. Every film must deliver commercial benefit. Third, we are transparent and honest. We need to give our clients the benefit of our expertise and they're only going to take our advice if they trust us".

On the subject of why companies need video services, Matt's enthusiasm is infectious. His career as a BBC producer and director included several years making Blue Peter films. "I know that a story, if told well, can move you deeply like nothing else. I've seen people cry, laugh, applaud and sit in stunned silence in response to films I've made. It's that same depth of engagement that any communication needs if it is to change behaviour. Our brains want audio visual communication; it's how we're wired", he enthuses.

"Even dry content, financial results, legal information, training material, if presented well through video, has a better chance of being understood and being remembered. There's plenty of research to back this up, including our own. When one client of ours used video online, their enquiries from website visitors shot up from 2% to over 70%: suddenly, people understood their service and that transformed their business! The internet has now made it possible for companies of any size to use video in their comms in a way they never could have dreamt of before, it's an incredible leveller."

Matt goes on to tell me about the ways video is changing. "Video is constantly evolving technically and creatively, and we're delivering some world-class innovations right here in Leatherhead. For example, we've been making virtual reality videos for a couple of years now, allowing viewers to look around in the video using a headset or smart device. We are also one of only a few companies in Europe able to deliver 'interactive video', where the viewer can make choices in the video as to what happens: it allows a 'self-serve narrative' and has huge implications for what video will become".

When asked what are the highs and lows of being based in Leatherhead, Matt told me, "We are hugely committed to the area. We all take a day off in the year to serve the community. We've had strong ties with the All Saints Social Enterprise since its inception, and we like being here with the access it gives us to London, the UK networks and international hubs. I would like to see more done to open up engagement between the huge out-of-town campus-based companies and Leatherhead itself. There's a wealth of SME suppliers and expertise on their doorstep!"

Liquid may not be going anywhere, but they are clearly going places! Our chat is concluded so Matt can head off for a meeting in the Prime Minister's office to share his thoughts on how Government can support the creative sector.

I wish them well.

To encourage local working, Liquid offer Leatherhead companies a discount on their production fee when quoting 'Leatherhead Chamber Discount'

[matt@liquidproductions.co.uk](mailto:matt@liquidproductions.co.uk)  
**Liquid Productions London LTD**  
 01372 370 819  
 The Chapel | Reigate Road | Leatherhead | KT22 8RA

**content creatures**

**Why Video Matters**

*Content Creatures Explains Why*  
 Forty years ago, The Buggles hit 'Video Killed The Radio Star' was written. Video didn't quite kill off radio, but it did start a revolution giving rise to YouTube and others. Now everyone has the opportunity to broadcast to the world. These days, more hours of video are uploaded to YouTube in one month than has ever been made by all the TV stations in the world combined.

Video has moved on from being just about entertainment; in today's world it is critical to building a successful business. According to Insivia, 90% of consumers say a product video helps their decision process, with 64% more likely to buy. This trend isn't just evident in traditional consumer-product relationships. Interestingly, real estate firms are seeing a big shift in habits, with Insivia claiming that property listings which include a video receive a whopping 403% more inquiries than those without.

B2C video has always been important. After all, TV advertising has been around since the 1950's; the big shift today is in the value of video marketing within B2B sector. At the start of this year, ReelSEO estimated that 96% of B2B organisations use video. This number is hardly surprising when you consider Forbes claims that 59% of executives would rather watch a video.

Even if you are not selling a product or service, but just need to convey a clear message to colleagues, the effectiveness of video can't be underestimated. One large multi-site business client of ours saw a 500% increase in engagement YOY in their end of year report, after we turned this year's report into an animated video.

At Content Creatures, we work across a variety of sectors, creating all manner of video content; from dynamic product videos for websites to TV ads that are watched by millions. We make animated explainers that condense big data into bitesize chunks both for internal and external audiences, logo animations that bring brands to life, social media video campaigns that offer brands a creative but targeted approach to video marketing and branded content video to build brand love.

**This Summer we'd like to offer fellow Chamber of Commerce Members a reduced rate of 20% off during the months of August and September**

Get in touch to start the conversation!

**Cailie Dimmock**  
 Company Director & Head of Production  
[cailie@contentcreatures.com](mailto:cailie@contentcreatures.com)  
 0203 575 1080  
**Content Creatures Ltd**  
 41a Bridge Street | Leatherhead | KT22 8BN

**Leatherhead Digital Marketing Firm Wins International Recognition for Technology**

**Broadplace Advertising Becomes One of the 50 Most Powerful Google Tech Providers 2016.**

CIOStory magazine group (California, USA) has named Broadplace Advertising as one of the 50 Most Powerful Google Tech Providers 2016. The digital marketing agency, based in Leatherhead, has been recognised for providing a high level of customer service in the traditional sense (whilst using a lot of very clever technology behind the scenes).

Broadplace CEO, Rohit Chugh said "Broadplace has created a flat corporate hierarchy to help foster the creation, adoption and iteration of innovative practices ideas and processes. We believe this has encouraged the level of technological advances that have led to this recognition. We're so proud of our local, homegrown talent and their capabilities".

Insights and reporting are a regular issue for the majority of small businesses. Broadplace's reporting flexibility (through their CampaignHub™ technology) provides intervals of both weekly and monthly email reporting which is completely responsive to the device it is viewed on, without attachments or cumbersome spreadsheets to deal with. This allows an advertiser to view KPIs direct in their email, as well as having real-time access to reports and statistics available through their secure client portal.

Satisfied customers are the tip of the iceberg for Broadplace's achievements in the last year, they can add Google Premier Partner Status, Google Analytics Certified Partner status and they were also placed in the Top 5 EMEA Google Premier Partners for client retention and satisfaction.

Broadplace is a strong investor in local talent - winning the Leatherhead Business Award for People Development in 2014. The company has continued that trend into 2016, with Key Account Handler, Akash Raval (originally employed as an apprentice two years ago), nominated for Account Handler of the Year at the Wirehive100 Awards (covering the South East of England). The company is nominated for two further awards (Best Use of Search - the whole team and Techie of the Year - Dan Pillay).

**Emily Dean**

Communication & Engagement Officer  
[emily.d@broadplace.com](mailto:emily.d@broadplace.com) | 020 3031 9746