



Coventry & Warwickshire  
Chamber of  
Commerce  
The Ultimate Business Network

# Glued find plenty of reasons to stick with C&W Chamber

Glued is an integrated brand communications agency based in Snitterfield, Warwickshire. Established in 2003, it's built an enviable reputation helping businesses create a unique point of difference in the marketing landscape that clearly differentiates their offering and gains maximum value from the client's brand. They work closely with businesses to understand exactly what they stand for and then translate that understanding into effective internal and external communications that add business value and help strengthen branding.

## Essential communication

Glued have only recently joined the Coventry & Wark's Chamber but are already seeing clear benefits. Effective communication is an essential element of what Glued delivers, so the opportunities for networking and awareness raising that the Chamber provides were a key factor in its decision to join up. As David Wilson, Director, is keen to point out, "the networking events in particular are really useful. We've been to a few and have found them to be really lively

events that are highly effective when it comes to gaining referrals and making new business contacts. We'll definitely be doing more over the coming months."

## An ideal showcase

As part of its marketing activities Glued took a stand at the recent Business & Trade Expo at the Ricoh Arena organised by the C&W Chamber. It joined more than 120 other exhibitors who took the opportunity to highlight what they had to offer to more than 350 visitors. "It was a great opportunity to showcase what we're all about," said David, "and helped to raise awareness as well as feeding prospects in to our sales pipeline."



David Wilson, Glued Director

David has also attended a number of Masterclasses run by the Chamber, which he found to be both helpful and insightful. It's inspired him to organise a Brand Masterclass which is scheduled for December this year to help other Chamber Members gain some insight from Glued's own industry experience.

## Added-value benefits

And looking forward David sees many opportunities for gaining even greater value from Chamber membership. He recognises the importance of the Chamber's lobbying activities as a way of communicating the small business viewpoint to government and other stakeholders and sees the Coventry & Wark's branch as a "very proactive team" in getting this vital message across to the people that matter.

From David's viewpoint the combination of business advisor support to help grow the business, networking opportunities and the business insight provided by Chamber Masterclasses delivers fantastic value. When combined with the chance to raise awareness and drum up business through Member offers and events it goes a long way towards highlighting the value that Chamber membership has brought to the business.

**glued.**  
brand communications