

Frequently Asked Questions



The London Business Networking Group is thrilled to have you as a member! We know the first few meetings can feel a little rocky so we've put this resource together for you. If you have any questions beyond what's here please contact our Mentor, Myra Hueniken at 519-670-7050 or myra@timehawk.com, or any of the friendly LBN members!

Format of the Meeting

We run the meeting like a board meeting, with a structured agenda and schedule. The President leads the meeting and other members of the leadership team participate. Each member offers a 45 second infomercial every week and each week a different member presents for 20 minutes as a featured speaker. We exchange referrals every week.

Name Cards, Where to Sit and the Menu

When you arrive at the meeting, grab your name card from the side table and find a spot to sit. The only reserved spots are at the very front and centre where the President and Vice President sit. Be sure to fill out your menu card right away, a member of the Hunt Club serving staff will pick it up from you.

45 Second Infomercials

Your 45 second infomercial can be different every week but should always capture the core of your business. You can tell a short story or provide an example, reiterate your tagline or main message. Think of it like the words you use when a stranger asks what you do for a living. You are welcome to take 2-3 minutes during your first meeting so we can get to know you a bit better.

Referrals: Types, Slips and What to do if you Don't Have One

Submit a referral when you use or recommend a member's business to someone else, have a B2B with a member, attend an LBN social or bring a Visitor to a meeting. When filling out a referral form follow these guidelines:

- Date: today's date
- Internal or External: Internal referrals are when you personally use the member's business, external referrals are for connections made outside the group.
- To: the name of the member you have referred to (full name, not business name). Leave this blank if you are submitting a referral slip for an LBN social or if you bring a visitor to a meeting.
- From: your name (full name, not business name)
- Details: provide the details of the referral, include name and contact information whenever possible. If you are submitting this for an LBN social write 'Social'. If you are submitting this because you brought a visitor write 'Visitor' and their name.
- Selection boxes: choose the one most appropriate

WHITE: give to Vice President YELLOW: give to member you referred PINK: keep for your own records

If you don't have a referral, not to worry! Simply make a few comments about the member presentation you just heard.

Testimonials and Shout Outs

After the speaker has finished presenting you'll have a chance to provide feedback about that particular speaker or any member of the group. Use this time to highlight positive interactions between you or someone you've referred or how you can apply the knowledge you gained during the presentation to generate referrals.

Socials

Attend as many socials as you can! You can submit a referral slip for attending and it is a great opportunity to get to know members on a personal level. This will help you refer them in the future. It will also help members get to know you refer you more easily.