

RECORD YEAR FOR FSB TWIN TITLES

# First Voice face-lift heralds a new era

THE BOARD of NFSE Sales has been reshuffled after the May elections and I felt it would be prudent to inform you of the changes.

Dave Clark has stepped down as Chair. He has worked tirelessly to improve our twin magazines, First Voice and Business Network, and to raise the profile of NFSE Sales. We greatly appreciate his efforts.

He remains on the board and we value his depth of experience. His new roles are advertising director and production director for First Voice and Business Network.

Despite the recession, both publications have continued to buck the trend in a depressed market. Last year, the magazines showed an increase of ten per cent in advertising revenue, this is a record. Praise is due to our advertising agents, Mainline Media, who are valuable members of our team.

Why are we successful? Because advertisers see the publications as quality and they enjoy a massive circulation. As a B2B publication they dwarf the rest and that is why PR companies continue to flood both publications with emails, vying for valuable space.

First Voice continues to be a key element in the internal communications of the FSB. It is our corporate magazine and has been given a new look by an experienced London editorial company with a sound track record of working with blue-chip companies.

WordWide Communications beat off stiff competition during a lengthy tendering process to secure the contract.

The face-lift is part of an on-going programme from NFSE Sales to ensure that First Voice increases its profile in the business community and provides a service to members. Its sister publication, Business



NFSE SALES (left to right): John Friel, Nigel Duncan, Stephen Cole and David Clark

Network, is continually evolving. Thanks to our close collaboration with Sponsorship Chair Norman Lay, the title has recently enjoyed the patronage of blue-chip advertisers including Visa Commercial and British Gas.

It also continues to receive repeat advertising from a number of satisfied external clients and we never forget that Business Network was launched to offer members a value advertising option.

Recently, we have made significant inroads into the insert market and The Equal Opportunities Commission used us to circulate an important pamphlet bringing in substantial extra income.

Members of our team have attended exhibitions, trade shows and major media events.

We have also spoken to ROs as well as appearing at FSB training days pumping the

message that BN is the place to advertise and urging members to submit stories about FSB members. However, NFSE Sales is also engaged in other areas.

Stephen Cole, our communications director, continues to provide a valuable service with his audio communications files to members.

He is also investigating internet sales for merchandise and that is where John Friel comes in. John is our company secretary and finance director but also our merchandise handler.

Equally valuable to the team is our new PA, Tina Riddiford. She is based in Blackpool and is the first port of call for outside agencies.

Please give me a call if you wish to discuss any issue. I look forward to hearing from you.

*Nigel Duncan*, chairman of NFSE Sales and editor of Business Network

We value your opinion and your news so please get in touch

## First Voice and Business Network are your magazines

FIRST Voice and Business Network were created to keep you, the member, in touch. The columns are open to you to contribute. We want to hear about success stories, human interest features, events and promotions. The magazines go to nearly 210,000 people nationwide. That is a huge audience so please ring Tina with your ideas on the number

### NFSE REPORT

below. NFSE Sales also contributes to the FSB in other ways. If you go to National Conference you receive official literature, including tickets for lunches and functions. NFSE Sales designs and produces them. Your lapel badge and other FSB merchandise is also looked after by NFSE Sales. A full list of available product lines

is available from Tina or by looking at our regular advert in Business Network. Our role is to maximise revenue streams so, currently, we are looking at extending our range of items to include special products for women. Remember, everything we earn from merchandise or from advertising sales for the magazines is ploughed back into the FSB.

TINA ON THE BAWL: new product lines being sourced



RING TINA RIDDIFORD ON 01253 361084