

AMSA Business Networking

Welcome to this first issue from the new Executive Committee relating to AMSA Business Networking activities. I am delighted and flattered to be given the opportunity to do what I can to make B N more relevant to our AMSA members in general and business community members in particular.

What is business networking? B N is traditionally viewed as the meeting of like-minded business people in an informal atmosphere. The purpose of networking is basically for the exchange of information and building long-term business relationships. Unfortunately, some had come to consider it as an opportunity to promote or sell their products or services, either overtly or covertly. They often fail!

AMSA's approach to B N is based on the unequivocal principles embodied in its Vision, Mission and Objectives. With this in mind let me outline five simple guidelines for a B N function:

- that it must not blatantly **sell** or **promote** any products or services
- that it **shares** or **gives** useful information to help business and personal development
- that it is intended to **build relationships** between members and the wider community
- that it involves **experts** from within AMSA and from outside willing to 'give' and 'share'
- that it chooses **topics** of interest based on feedback that would benefit members.

I honestly believe there is a great pool of talents and knowledge among our 400-odd members. It would be wonderful if we could tap into this pool to benefit AMSA and the wider community. Furthermore, up to now we do not really know what B N topics members would like to listen and learn from.

Therefore, we propose to conduct a simple survey to gauge your interests and preferences. I urge you to complete this survey as best you can. After this survey we will:

- publish the results
- decide on a list of topics and therefore guest presenters
- organise a tentative events calendar
- organise functions based on your venue, time and cost preferences
- conduct continuous feedback so that we are on track.

After the survey we will also be able to narrow down our database to those who are genuinely interested. This will ease communication between us. So please complete the survey by the due date and make your B N a success. A success which is really your success!

Elvan Tong
AMSA Business Networking