



Whitby Chamber of Commerce

WHERE BUSINESS CONNECTS

Whitby Chamber Breaking New Ground!

March 5, 2010 (Whitby)

The Whitby Chamber of Commerce has officially launched a new communication tool that breaks new ground in Chamber publications and has made their Business Connects publication online and interactive in order to embrace the new online and social media channels.

“This is an exciting initiative”, says Robert Fraser, president of the Whitby Chamber of Commerce. “Communication with our members is extremely important”, says Fraser “but we also want to be a communication resource for the community at large”.

The new online version of Business Connects allows the Chamber to provide a new way to profile what the Chamber is all about, what programs and services they offer, but also to profile their members and the programs and services that they offer. “It is a business tool and a business resource that has tremendous value to the community as well”, said Fraser.

“Business Connects was born in 2004 and was a very successful 12 page magazine. But it was time for a change, we wanted to be able to expand our reach and to show that we are taking environmental responsibility seriously”, said Margot Weir, CEO of the Whitby Chamber of Commerce. “We have been able to reduce our paper consumption from 24,000 pieces of paper every other month to ZERO!”

Taking Business Connects to the next level increases our distribution of the publication from 2,000 copies to over 3,800 dedicated e-mails and websites. You can share the link for the magazine hand e-mail it to friends, business colleagues and employees. This new online and interactive magazine provides more ways for our members to stay in touch, learn more about the special cost saving benefits of being a member; connect directly to websites, information, events, programs, services and products like never before! Now you will be able to read Business Connects on your computer, your laptop and your iphone.

Advertising is interactive. The articles and content can take you directly to the Chamber website, other websites, information and flyers. You will be able to

click on a hyperlink that will take you directly to the registration page on the Chamber website. You can sign up for an event, submit and then go back to your reading. Weir continues, “You can also send us a message – from right in the actual pages of Business Connects! We encourage readers to provide us with feedback or share ideas. So as you read - you can have your say at the same time – all from the comfort of your office – without leaving your chair.”

The technology used for this initiative was developed by Paul Andrew Smith of Image Design Group – a member of the Chamber and a local Durham Business. It was built specifically for the Whitby Chamber of Commerce and with our needs in mind. “We have had a long term relationship with Image Design Group and they know that we like to position ourselves a little differently”, says Weir. “Paul Andrew Smith knows that we want to push a little harder and try new ways of marketing what we do. I am so pleased with the result and I thank him for his talent and his patience in getting this project up and running. We are thrilled with the result!”

To try it yourself – click on this link!

[March/April Business Connects](#)

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