

Cambridge ideas change the world

A decade of success

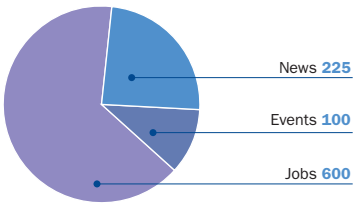
As the Cambridge Network marks its 10th anniversary, we're celebrating another successful 12 months, in which we've:

- Built our membership to 1,375 (up from 1,171 last year)
- Attracted more visitors to the website (around 2,745 per weekday) and taken our Alexa world ranking to 237,175 – better than most other East of England sites
- Increased our total revenue to £615,000 (up from £608,000 in 2007)
- Organised record numbers of events – with total attendance of around 1,850 (up from 1,270 last year)
- Delivered training through The Learning Collaboration (TLC) to 780 delegates (almost twice as many as last year)
- Added new features to our website which enhance our service to members
- Found new ways to connect our members with partners from the global high-tech community

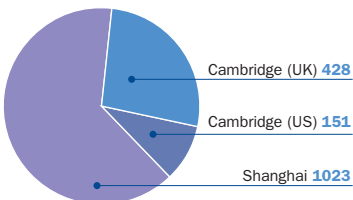


“... some of our press releases have been ranking high in the Google listings. I would recommend the Cambridge Network to any organisation looking for high levels of positive media exposure!”
 MS, 26/06/08

Typical monthly postings on the website result in rich content



Number of people in our LinkedIn communities



Website

- Added new features to www.cambridgenetwork.co.uk such as ‘remember me’ event sign-up, one-click payment for ‘premium jobs’; ‘view account/ pay on line’ plus individual article statistics
- Increased traffic and interest by featuring on Google News and Google Alerts
- Attracted wider readership through inward links from Wikipedia, LinkedIn, BBC, University of Cambridge and various members’ sites
- Delivered our news, events and jobs listings by RSS to third parties who embed our content into their websites in their own livery
- Tracked website traffic and user data via Google Analytics – the diagram opposite indicates widening readership in California and New York, for example
- Raised our international profile and achieved better ranking in Alexa than most other East of England sites as well as comparable community sites. In June 2008 we achieved:

www.cambridgenetwork.co.uk
www.munichnetwork.co.uk
www.connect.org

Alexa ranking 237,175
 Alexa ranking 640,834
 Alexa ranking 908,150

Connecting with international partners

We’ve added an international dimension with events for ‘alumni and friends of Cambridge’ organised by our daughter communities in Shanghai and Boston. Each of these communities has its own group on LinkedIn (with a total membership of more than 1,600). Discussions about extending this formula to India are underway.

Connecting with industry

In addition to our established twice-yearly Cambridge Corporate Gateway formula, we are now also running the Electronics Knowledge Transfer Network for the Eastern region, with a programme of events for electronics contingent companies planned through to 2010.

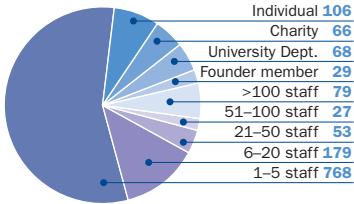
Delivering quality training

In its third year, our daughter organisation The Learning Collaboration (TLC) is now self funding as its initial subsidy from EEDA has come to an end (thank you!). It has delivered 145 training courses during the past 12 months and is delighted to welcome new corporate members including Qualcomm, Red Gate, Booking.com and Alert-Me. TLC’s profile has been further enhanced by its offer of special deals on executive education courses at the Judge Business School as well as a local salary survey.

“Thank you very much for the excellently organised event and the good time I had in Cambridge. I am very impressed with the entrepreneurial spirit of the people I met in Cambridge.”

JP 29/04/08

Cambridge Network Membership
June 2008



Events

- Delivered 40 events (up from 30 last year) featuring speakers such as Will Hutton (The Work Foundation); Rick Rashid (Microsoft) and Peter Luff (MP)
- Set up new Special Interest Groups (SIGs) for Sales Management and India and drove forward our young SIGs for Cleantech and Healthcare
- Entertained VIPs including China’s Minister for Telecommunications and the Director-General of the Confederation of Indian Industry
- Hosted and participated in the BBC World Service programme, ‘Europe Today’

Membership

- Sustained healthy membership levels, including more than 1,100 companies
- Increased the participation of corporate members’ personnel with the Network – the website entries of 328 corporate members now name three or more staff
- Maintained value-for-money membership subscriptions. Remarkably, our rates are the same today as they were when the Network was founded!
- Introduced our members, through Cambridge Corporate Gateway and other events, to world-class organisations such as:

Abbott, BAe Systems, BP, China Unicom, Danaher, De la Rue, Dow Chemical Corp, France Telecom, Google, GSK, Huawei, Kaneka, McKinsey & Co, Novartis, O2, PepsiCo, Procter and Gamble, Rohde & Schwarz, Sanyo, Sequoia Capital, Shell, Siemens, and Smith & Nephew



“I found the Corporate Gateway to be an excellent method to get a concentrated exposure to the vibrant entrepreneurial and academic environments of Cambridge.”

Shannon Maher, Google



What's next?

Elections for seats on the Cambridge Network Board will be underway soon – watch the website for details.

In the future, the Cambridge Network has ambitious plans to:

- 1. Initiate a purchase discount scheme so staff of member organisations can save money on selected local services. Visit www.cambridgenetwork.co.uk/discount for details
- 2. Launch the 'Cambridge Recruitment Gateway' – a collaborative scheme in which larger member companies will work together to attract CVs and applications from top quality candidates from around the world

“Keep up the great work – Cambridge Network is innovative, informative and influential in the way we approach businesses locally, nationally and indeed globally. Thank you.”

JR 07/12/07

The Mission of the Cambridge Network is to link like-minded people from business and academia to each other and to the global high technology community for the benefit of the Cambridge region.

For more information, please contact
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