

## Timber Trade Federation



### Before the Event

Mike visited the Timber Trade Federation, was briefed on their positioning and member services, and was given a full briefing and took away documentation, including their book *Timber - a History of the TTF*.

*"We were very pleased that Mike took the time to visit us before the event to learn about our Federation and its members. This ensured he was full up-to-speed on our objectives for the event"*

**Jean Rennie,**  
**Secretary,**  
**Timber Trade Federation**

### At the Event

Mike facilitated the event, including introducing and summarising the speakers, running a panel session and providing a specially tailored Sales on a Beermat keynote presentation.

*"Mike's handling of the event was both skilful and good-humoured. All the talks ran precisely to schedule, and his keynote speech on sales was very appropriate for our members. The feedback on the event was excellent."*

**John White,**  
**Chief Executive,**  
**Timber Trade Federation**

### After the Event

Mike recorded podcast-friendly '**Beer**mat **Radio interviews**' with John White and TTF Chairman Neil Donaldson. These interviews appeared on both the Timber Trade Federation website [www.ttf.co.uk](http://www.ttf.co.uk) and the Beermat website [www.beermat.biz](http://www.beermat.biz) in 10-minute and 30-minute versions.

The 10-minute versions of the radio interviews were syndicated widely across the internet, including release in the iTunes Business Podcast section.

*"The Beer*mat Radio Podcast interviews were easy to arrange, fun to do, and provided excellent follow-up on the event to our members. They were also very useful for promoting the Timber Trade Federation to a much wider audience."

**Neil Donaldson,**  
**Chairman,**  
**Timber Trader Federation**

For more information contact:

**mike@beermat.biz**

**+44 (0)8450 574 022**