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24 May 2015

Dear Dr Haldane

Please excuse me for writing to you at what is probably a busy time for you, but I wanted to catch you before the summer break.

I represent an association of small businesses in the Birmingham area called 'The SME Network'. It is a well-supported group – over 200 members – and we meet monthly to exchange ideas and discuss initiatives that could help to promote business in the area. After seeing your recent talk on marketing at Astall Business School, I wondered if you might be willing to give a short talk at one of these meetings.

With so many larger companies raising their profiles through social media marketing, it would be very interesting for our members to hear more on this topic that you have written about so extensively. The dates I suggest are either 19 October, 17 November or 14 December. Our members would be extremely interested and I hope, by learning more about their experiences, you would also be able to benefit from such a meeting.

I look forward to hearing from you.

Yours sincerely

Meryl Napier