

SIMS? What's that?

SIMS is a free meetup group for small businesses. Organised by the digital marketing team at Measured Brilliance, SIMS is an opportunity for small businesses to learn about digital marketing from experts speakers and a chance to meet other businesses and discover what they're doing and learn what worked for them.

Whether you're an established business, or just starting out, there's always more to learn. We have experts in a wide range of digital marketing skills who are always happy to give you the advice you need for your business to work more effectively online.

How is this relevant to me?

If you run a local business, you should be attending SIMS. We put small business owners in front of digital experts so you can ask questions, gain knowledge and learn how to make more money from your website, social media and digital marketing.

Experts in digital marketing give short, informative talks to local businesses to help them learn how to reach new audiences online, how to know if their efforts are working and the right questions to ask about their website.

You don't need to be technical to attend. You just need to be passionate about your business and your customers.

How does it work?

Each month we invite one or two speakers to talk about their area of expertise and the industry they work in. We encourage our speakers to explain how their services fits into the digital mix and welcome the audience to ask questions after each presentation.

We're building a community here at SIMS, with the support of Ipswich Borough Council, University Campus Suffolk and Atrium Studios, the Measured Brilliance team help small businesses learn more, and you're welcome to be a part of it.

We have refreshments and a chance to chat before the event and you're welcome to stay and continue the conversation at the end of the evening. As we mentioned, it's all free. Bring a notepad, a pen, and yourself and you're all set!

I love this. When can I attend?

We're here on the **last Tuesday** of the month at **7pm** at the **University Campus Suffolk, Waterfront Building**. You don't need to register, although we recommend joining our mailing list to get up-to-date information. For more details and dates, you can visit our website at www.simsdigitalskills.co.uk or you can call us **0776 585 2887**.

We look forward to seeing you at the next SIMS!