

The 7 key messages developed have been used in a range of different campaigns and materials. This includes the www.investinnorfolk.com website.

- 1) World Class Norfolk: major marketing campaign
- 2) Website www.investinnorfolk.com is redesigned
- 3) New leaflet featuring Richard Branson, founder of Virgin. The leaflet is being distributed to high-flying business leader through a partnership with Norwich-based private aviation company.
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- 4) National media coverage: profiling innovative Norfolk business including the Financial Times, the Times, Mail on Sunday and Director magazine
- 5) Annual Review: the annual review raises the profile of the work of our partners and promotes Norfolk as a great place to do business
- 6) The promotion of Norfolk as a place to do business
 - to Dutch business people at offshore Europe
 - to the offshore energy industry on the international exhibition in Aberdeen

- attending a Dutch chamber of commerce reception in London to promote Norfolk links.