

SOLUTIONS

Sales & Marketing

On-Paper

On-Line

On-Show

Engage

Driving client success for more than 30 years



We are celebrating more than three decades in business this year with a change of direction and some exciting new plans to deliver even more value to you, our trusted and valued clients.

We've been in business since 1987 and online since 1995, helping our clients to achieve success by developing bespoke business solutions, which combine creativity with cutting-edge technology, to boost their online presence, increase sales and revolutionise their sales, marketing and business operations.

We launched our first award-winning ecommerce website in 1999 and since then, have worked on a host of exciting projects with some major brands including food manufacturer Muller, electronics giant LG, the International Paralympics Committee, NHS Trusts, Chambers of Commerce and a host of commercial clients of all sizes, from a wide range of sectors.

This year, we've invested in our team and are working with several specialist strategic partners to redefine our offer to clients, providing business solutions and web applications which simplify processes and optimise results.

Steve Megson, our founder and Managing Director, said: "We've always been an innovative company and our strengths lie in being able to quickly diagnose the right solution to the challenges our clients present us with. Our clients' success has come through the integration of our communications, sales and marketing applications, which help them to make smarter, faster business decisions. Our track record speaks for itself and three decades on, we still aim to make a measurable difference to all the clients we engage with."

Amy is Going for Gold

Our business development manager, Amy Allcock, is taking a career break to focus on her dream of competing in the 2020 Olympics Games, in Tokyo.

Amy was part of the 4x400m teams that won bronze at the IAAF World Indoor Championships and the European Championships in 2018.

She is aiming to represent Team GB in Tokyo next year, both individually and as part of the Women's Relay Team.

She's currently training for the World Relay Championships, in Japan, in May, and the World Athletics Championships, in Doha, in September.

Amy said: "Competing over the summer will be great preparation, as I've only done European-based championships before. My main focus is bringing home an Olympics medal, but I'm looking forward to resuming my role with Quiet Storm soon and am grateful for the support they've given me."

Steve Megson, Managing Director of Quiet Storm, said: "We're all rooting for Amy. She's a great asset to the business and we look forward to her re-joining our team later in the year."



Evolving the online presence of East Midlands Chamber, to deliver even more value to members



Improving search rankings for furniture retailer

No.64 is a boutique retailer which combines a unique range of furniture, lifestyle products and accessories with a tailored interior design and advice service.



East Midlands Chamber is the region's biggest business support organisation.

It provides more than 4,300 member businesses – small to large, local to global – with a diverse and multi-faceted portfolio of services that help them flourish and grow.

Members benefit from a wide range of business support services from lobbying and campaigning, and helping businesses realise their international trading ambitions to showcasing and market-making activities, and workforce training and development.

Delivery takes place across three counties, from main offices in Chesterfield, Derby, Nottingham and Leicester, with dedicated advisers on hand every hour of the business week to support members and help them achieve their business goals.

Because of the diverse nature of the Chamber's service offering, its geographical coverage and its growing membership base, it needed a website which better reflected its brand and values and delivered vast amounts of information and content to visitors in a simple, easy-to-navigate way.

Chamber Chief Executive Scott Knowles said: "The web solution that Quiet Storm developed for us is very user-friendly, simple to navigate and helps us to serve up relevant content to the user in a simple, easy format.

"As a user, when you land on the website, you are never further than two clicks away from accessing any information on the site.

"Since the website has gone live, page views have gone up, dwell time has increased, we are getting better engagement and it's now far easier to carry our content through on to social media."



Operating from a beautiful shop in the picturesque seaside village of Milford-on-Sea, No.64 offers a range of products for the home, sourced from around the world.

It tasked Quiet Storm with developing its online presence with a new ecommerce web platform that reflects its brand and physical location, to give online buyers access to its meticulously-sourced product range.

Glenn Harrison, Proprietor at No.64, said: "I don't mind admitting that prior to working with the team at Quiet Storm, I was not very computer-savvy, but I recognised that as an ecommerce business owner, SEO was something I needed to get up-to-speed with.

"The SEO workshop helped me to learn the methodology to consistently achieve good SEO rankings which have, in turn, helped to increase our online sales.

"Our website has also simplified a lot of back-end processes for the business, meaning I can manage our stock levels and automatically showcase certain products over others, depending on what we hold."

Biggest and best Love Business yet



Love Business 2019, the annual B2B expo which Quiet Storm founded in 2011, marked its biggest and best event yet this year.

The event, which took place at Holywell Park Conference Centre, Loughborough, attracted hundreds of exhibitors, thousands of delegates and dozens of high-profile partner organisations.

Highlights included a panel discussion between regional and national business leaders, led by East Midlands Chamber, about the post-Brexit future for local business and why the new East Midlands Gateway development will be key to our success.

Marketing gurus including Quiet Storm Managing Director Steve Megson shared tips to help businesses access £1,000s' worth of free publicity, while finance experts from the British Business Bank talked about funding opportunities available to SMEs.

Phil Megson said: "Love Business 2019 was a huge success. It continues to provide a fantastic platform for discussions like these to take place, giving local businesses the opportunity to engage with key players from across the region."

Helping RISK to fly the flag at Union Jack Club

RISK is one of the UK's leading health and safety training providers, delivering IOSH, NEBOSH and CITB courses at locations across the UK.



Founded by ex-Royal Engineer and 45 Commando Mike Adams MBE, the company, based in Shirebrook, specialises in assisting and advising ex-service personnel to help them secure sustainable employment after leaving the Armed Forces.

It runs courses at a host of servicemen's venues across the UK, including the Royal Scots Club in Edinburgh, and a new venue, the Union Jack Club, in London.

RISK approached Quiet Storm to develop a new website and delegate management system to help streamline its sales and booking process.

The site, www.rsms.co.uk, automates the customer journey, manages direct ecommerce bookings from delegates, administrates each course and provides access to learning materials and resources.

It also facilitates online learning and support via a dedicate delegate portal.

Mike Adams MBE said: "The new website has totally streamlined the way we do business, which enables us to focus more on course delivery and maintaining our consistent, higher-than-average course pass rates through our unique, fast-track delivery of course modules."

Providing clear 'Vision' to Davidsons Homes

Leicestershire housebuilder Davidsons Homes has been providing quality homes at affordable prices across the Midlands for many years.



Quiet Storm developed 'Vision', an operational management system which covers every element of the client's build process, through to handover.

The online tool collates information about each stage of a project, giving the company a real-time view of where each one is at.

It also highlights any faults, issues or challenges as and when they arise, escalating them through the appropriate channels so they can get resolved as quickly as possible.

Vision streamlines communication and efficiency by providing evidence-based data to enable the relevant managers to make the right decisions, faster.

It also gives senior management full visibility of each project, to help identify training needs and resource shortages.

Jason Glover, Operations Director of Davidsons Homes, said: "As a fast-growing company, we need very robust management procedures and processes in place to ensure that our site managers are all on the same page and every project is delivered in line with the way we work."

"Vision has helped to improve our business performance."

Helping JA Ball make a splash at MIPIM

We were delighted to equip our long-standing client, JA Ball, with some branded banners to help it make an impact at the international property conference, MIPIM.



Established in 1990, MIPIM brings the most influential figures from across the international real estate industry to Cannes, for four days of networking and exhibitions.

More than 26,500 visitors and exhibitors attended from over 100 countries.

We produced banners which took centre stage at a 'Team Leicestershire' reception aboard the Ocean Sapphire cruise ship.

The event gave JA Ball the opportunity to showcase its projects to international buyers, identify potential partnerships and help put Leicestershire on the map.

Director Adam Ball said: "We had a really productive time at Cannes and our banners were the star of the show."

"They helped set the scene to our guests and get our brand in front of hundreds of influential international property players."

"MIPIM wasn't just about us, though. We were proud to represent Leicestershire on the East Midlands team, showcasing our entire region and making the case for why it represents such a great opportunity for global investors."

Quiet Storm achieves Cyber Essentials accreditation

In an age of ever-increasing hacker attacks, data breaches and cyber-crime, it's important to partner with a technology solutions provider you can trust.

That's why Quiet Storm is delighted to announce that we have achieved Cyber Essentials accreditation. The Government-backed scheme provides businesses with the tools they need to protect their data, networks and digital assets from cyber-attack.

Accredited businesses can display a Cyber Essentials badge on their websites and marketing literature to demonstrate

their adoption of best practice, giving them a competitive edge.

Sam Webb, our Lead Developer, said: "As technology develops, more businesses store data and communicate with each other using online or digital applications. This has increased the threat of cyber-attacks and the devastating effect they can have on a business."

Bob Tod, our internal IT guru said: "Having Cyber Essentials accreditation gives our clients peace of mind that our digital solutions meet best practice guidelines for cyber-security."



SO WHAT'S NEW?



Do you need a solution?

If you have a challenge in your business with processes, people and performance, then why not pop in for a coffee as we have a solution!

Call today on 01530 510 810

A website that does the heavy lifting

Heavy Lift & Project Forwarding International (HLPFI) is the leading media outlet for professionals involved in the movement of over-dimensional and heavy cargoes.



Quiet Storm has got you covered with GDPR



A year ago, new legislation came into force to drive big changes in the way businesses of all sizes manage personal information.

The General Data Protection Regulations (GDPR) were designed to ensure greater transparency for consumers and improve trust.

They brought tighter controls over how data is processed and used, and the rights of those about whom data is processed. They also introduced greater penalties for organisations not protecting data, failing to comply with the rules or allowing personal data to be accessed by third parties, including hackers.

In response, we have developed a solution to help you remain fully compliant with GDPR legislation.

The management tool is available via an intuitive online portal, helping you to easily monitor and manage GDPR-related data requests, to ensure you don't fall foul of the new laws.

Steve Megson, our Managing Director, said: "While GDPR hasn't led to the doomsday scenario that many were predicted ahead of its implementation, a year on there is still a lot of misunderstanding among businesses about what it means to them.

"Our GDPR solution is a simple online tool that enables businesses to manage their data requests, privacy, cookie and data protection requirements easily, for complete peace of mind."

Written by an international team of award-winning journalists, the magazine and online news platform deliver essential information about the movement of heavy freight.

First published in 2007, HLPFI, a division of DVV Media International, now has a distribution of over 20,000, while its website attracts 70,000 visitors monthly.

Recognising the growing importance of the online platform, HLPFI tasked Quiet Storm with redeveloping its website to increase its advertising real estate and maximise its commercial revenue opportunities.

HLPFI editor David Kershaw said: "We have been very impressed with how Quiet Storm work, what they have produced and their subsequent customer service. They understood that we required an optimised and attractive website that not only engages with our readership, but also supports the scale of our daily news.

"Our re-designed website is attracting more attention and engagement from our advertisers, sponsors and strategic partners, who are looking to expand upon our cooperation with a digital presence."

Sales & Marketing

- Sales & Marketing
- Sales Strategies
- Communications

On-Paper

- Branding
- Brochures
- Direct Mail

On-Line

- Websites
- Customer Portals
- Online Tools

On-Show

- Videos
- Presentations
- Exhibitions

Engage

- Interactive e-Learning
- Employer Engagement
- 3D Visualisation

One Brief • Less Hassle • Better Results

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