

GROUP ACTIVITY

PCG Friends Day “Opening Doors”

76 Portland Place. 04th April 2006, 8:00 a.m.

Question 1 - How can PCG help raise the professionalism of the Freelance Community?

GROUP 1 – Ben Butters

- Engage with other organisations that represent freelancers
- Interact more effectively with affiliates
- Provide a commercial forum for members to sell their services to other members

GROUP 2 – Richard Robson

- Create more PR (Tame journalist available)
- Use major banks to promote
- Use the Chamber of Commerce/enter agencies
- Widen the ‘word search’ on Google/new sites to highlight QA/QP

GROUP 3 – Steve Bailey

- Define PCG target market
- Use consistent term (freelancer/contractor/consultant/self-employed)
- Build the brand – build awareness of PCG and specific offerings
- Industry specialists will be required to penetrate other markets e.g. Doctors/Accountants etc
- Certification authority

GROUP 4 – Jaz Sian

- Full advice from professionals for members on insurances
- Continue to communicate activities at EU level
- Introduce PCG representation/services to other member states

GROUP 5 – Chris Woollacott

- Educate contractors/members on how to be a contractor
- Reminders to members of current benefits of PCG membership
- Improved training courses
 - Online web based training
 - Courses for new contractors

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Question 2 - How can we contribute?

GROUP 1 – Ben Butters

- Showcase UK freelance model internationally
 - Flexibility
 - Cost
 - Time

GROUP 2 – Richard Robson

- Barclays Bank will run a session at next regional leadership meeting – introduce PCG and quality family
- XchangeTeam knows a communications freelancer with excellent journalist contacts
- Contact existing clients to promote...

GROUP 3 – Steve Bailey

- Identity markets and offer PCG to
 - Foreign workers
 - Migrant/overseas
 - Contractors coming to UK
- Quality is the key to promote
- Affiliate recommendation of PCG approved schemes/services
- PCG moving from single issue lobbyist to services provider?
- PCG raison d’etre – moving from providing technical solutions to business solutions

GROUP 4 – Jaz Sian

- Make more of the insurances we have
- Promote freelance model to the EU

GROUP 5 – Chris Woollacott

- Work more with agencies and employment businesses
 - Contracts, knowledge, allay fears
- End customers – it is where the whole cycle starts
 - Knowledge, educate
- Closer ties with REC/Atsco at all levels – with set agendas and deliverables
- Conglomerate into one body
- Use affiliate partners more – bring agendas together to create a common goal
 - Lead generation, networking, introductions
- Improve communication - upstream