

Press Release



## **Help! ...Help? Businesses don't know where to get e-business advice**

Nottingham, 14 Feb 2006

***Small businesses in Nottingham don't know where to turn for quality ebusiness help and advice, and leading independent ebusiness consultant Susan Hallam is working to fill that gap.***

A recent EMDA survey of small businesses in the East Midlands region revealed that nearly three quarters (70%) of small businesses are not aware of any sources of ebusiness advice or support.

As part of a commitment to raising awareness of quality assured ebusiness consultants, Susan Hallam, managing director of Nottingham based Hallam Communications, has recently been accredited on the National Business Link Consultants Register.

Susan Hallam comments, "Businesses aren't confident that they can find ebusiness consultants who they can trust, and who will deliver on the promises made. The National Register helps them to take the first step in finding a suitably experienced consultancy partner.

"I am proud to have participated in this rigorous accreditation process. I was more than pleased to have independent assessors interviewing my current clients, verifying my academic credentials, and documenting up-to-date policies and processes."

A regional leader in independent ebusiness consultancy and training, Hallam Communications has been helping small businesses to create ebusiness strategies and implement ebusiness solutions since 2000.

Susan has been involved in a wide range of e-marketing initiatives in Nottingham. She is a founder member of Connected Nottingham's eBusiness training and mentoring programme. She prepares and delivers leading edge training and consultancy for Web Academy, the premier training and mentoring programme designed to assist East Midlands companies in delivering real business improvement through web technology.

The National Register provides small businesses with a quality assured source of ebusiness consultants. This register replaces all previous accreditation and registration processes.

Hallam's consultancy and mentoring skills include highly sought after e-marketing activities such as search engine optimisation, pay per click marketing, blogging, online press releases, and email marketing.

For more information about Hallam Communications visit [www.shcl.co.uk](http://www.shcl.co.uk) , email on [info@shcl.co.uk](mailto:info@shcl.co.uk), or call 0115 933 5640.

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Notes to Editor:

- Susan Hallam develops and delivers the highly Web Academy programme across the East Midlands region. Learn more at [http://www.shcl.co.uk/projects/web\\_academy.asp](http://www.shcl.co.uk/projects/web_academy.asp)
- Susan was formerly a Senior Lecturer in Computing at Nottingham Trent University, and later helped to develop BT's Internet offering to small and medium businesses.
- The Small Business Service has set up the National Business Link Consultants Register to replace all previous accreditation, registration and listing services used by Business Link (BL) Operators. It is designed to help BL Operators offer their customer a choice of appropriate quality assured consultants to meet any needs identified.
- See "The Challenge of E-Adoption in the East Midlands" at [http://www.ebusinessclub.biz/projects/eAdoption\\_Survey.html](http://www.ebusinessclub.biz/projects/eAdoption_Survey.html)

