



Dear Gatherers

We have some very exciting news for you – you now have over 70,000 new businesses to collaborate with!

I'm delighted to announce that Brand Gathering is joining **Enterprise Nation**, the UK's fastest growing small business network. This means you will have thousand more members to meet and collaborate with as well as additional business support benefits offered by Enterprise Nation (more on that below).

Since we launched Brand Gathering in 2012, our Gatherers have collectively saved an outstanding £1 million through Collaborative Marketing, whether it is doing Pop-Up shops together, running events together or simply promoting each other in a complementary way. And that is when there is only a few thousand of you!

We knew you could all collectively benefit more if more businesses were involved, and it was this idea that initiated discussions with Enterprise Nation. With 70,000 members all over the UK we knew that this would create so many more collaborative opportunities for all in the community and so today we are delighted to announce that Brand Gathering members, and the collaborative marketing mantra, has a new home - Enterprise Nation.

As part of this, all Brand Gathering members (unless you opt otherwise) will transfer over to Enterprise Nation and FOR FREE become a member for 6 months (normally £30 per year). This entitles you to:

- A profile on the Enterprise Nation site which attracts 45k unique visitors per month
- Consultation calls with advisers
- Member meet-ups all across the UK for you to meet potential business owners to collaborate with
- Ability to post Opportunities in the forum to collaborate with other members
- Online masterclasses
- Access free eBooks, business advice and member forum
- 25% off Enterprise Nation events and products

- Exclusive offers from partners
- Access to the Enterprise Nation marketplace

To make this all as simple as possible we will provide your basic profile data to Enterprise Nation as part of the acquisition, and you will be contacted by Enterprise Nation in January 2016 to sign up for a profile (and create a new password) so you can start accessing benefits.

I am confident this new future for Brand Gathering members as part of a bigger community will help you continue to grow your business through increased sales, profile and joint opportunities with peers. Find out more about [Enterprise Nation here](#)

Best wishes in your business collaborations and stay in touch! I'm now part of the new Enterprise Nation Advisory Board so I'll never be far away.

Christina

co-founder of Brand Gathering

Some questions you might have:

How do I opt out?

With all the benefits on offer you might want to take a look at Enterprise Nation and make your decision once you've joined, but if you do want to opt out email team@brandgathering.com with the email subject "Opt out please" and we'll take it from there.

Can I change my mind later?

If you opt out now that is a final and irreversible decision. However, if you do not opt out you'll automatically join Enterprise Nation. If you decide it's not for you at any point you can close your account via the Enterprise Nation team.

What's happening to my data?

If you are opted in, then your basic profile information (for example name, email, company name) will be provided to Enterprise Nation. Your brand profile, opportunities and company profile information will not be transferred, because the way that the Enterprise Nation community is set differs to Brand Gathering – however you will still be able to find other members and post collaboration opportunities.

Are you allowed to transfer my data?

In accordance with our data protection and privacy policy if we or any of our assets are acquired by a third party we may disclose your personal data to that third party, and this agreement with Enterprise Nation is deemed to represent an acquisition. However, in addition we are presenting numerous opportunities with clear timings for members who do not wish to transfer to opt out.

What does this 'acquisition' include?

The details of the agreement with Enterprise Nation are undisclosed but the focus of the Brand Gathering founders has been on finding a suitable home for Brand Gathering members that would exponentially increase the reach and impact of Collaborative Marketing, so that more businesses can benefit, and so that existing members have more businesses to collaborate with.

When can I access my new Enterprise Nation profile?

On **15th January 2016** we will transfer opted-in members to Enterprise Nation. On that day you will receive an email notifying you that you can now sign into Enterprise Nation. After this time, it will no longer be possible to sign in to the Brand Gathering community, or access any data from your account. If you need help you can contact the team on team@brandgathering.com