

**Shadow Minister to meet Cornish Internet Entrepreneurs**

The Shadow Minister for Cornwall Mark Prisk MP, is to meet Cornish businesses and Internet entrepreneurs this Thursday March 12th, at a reception at Follett Stock Solicitors in Truro. The visit marks the end of the day's Internet Marketing Course, attended by 20 Cornish business owners who are working to make their businesses more competitive on the internet.

The course is a partnership initiative between Channel Computing Limited (Penryn), Butterfly Business Development (Redruth), Digital Peninsula Network and Follett Stock. It has been rewarded with a visit by the Rt. Hon. Mark Prisk MP for Hertford and Stortford in his capacity as Shadow Minister for Cornwall, as part of his need to meet and engage with Cornish business people.

The Internet Marketing Course provides an opportunity for those trading online to learn how to make their web sites more profitable and successful, attracting more visitors, developing long term relationships with customers, and learning how to convert visits to sales. It is the brain-child of Peter Graves of Channel Computing Limited, and Mike Kevern of Butterfly Business Consultancy, and teaches Cornish Businesses how to promote their companies on-line.

The success of the course is also due to the support Follett Stock Solicitors, whose head of Commercial Law Penny Paddle takes a module of the course, about the legal requirements and potential pitfalls of trading on-line. More recently the course has also attracted the attention of Digital Peninsula Network (DPN) Cornwall's ICT sector business representative organisation. The recent influx of EU Convergence funding into Cornwall means that DPN have been able to assist a number of Cornish businesses with fully funded places on the course, making its valuable content available to a wider range of businesses than ever before.

"This is an exciting time for Cornwall, with rapid development of the knowledge economy and the opportunity for local businesses here to trade worldwide" says Peter Graves, the course presenter and owner of Channel Computing. "I do not think Mr. Prisk could have chosen a better group of businesses to talk to" he added, "as all these people are doing something positive about their future, and will appreciate any extra contacts or support that may help them sell their businesses to the world. The visit will provide a bonus to us all at the end of an intensive and productive day."



Mr. Prisk was born in Redruth and educated at Truro school, being elected Conservative member of Parliament for Hertford and Stortford in 2001. In July 2007 he was appointed Shadow Minister for Cornwall, when party leader David Cameron said this would “ensure that the voice of Cornwall is heard”.

During the visit this week Mr. Prisk will be meeting 20 go-ahead Cornish businesses people, including designers, printers, tourism operators, businesses from the marine sector, marketers, artists, and others looking to make their businesses more competitive in the world of the internet, guests of Follett Stock’s managing partner Chris Lingard, and representatives of Digital Peninsula Network and Business Link.

--- ENDS ---

**Author:** Peter Graves  
Channel Computing Limited

**Channel Computing** are a Penryn-based company providing web development and marketing services, including content managed web sites, eCommerce, Search Engine Optimisation, Google Adwords, Email Marketing and training course.

**Butterfly Business Development** is based in Redruth, and specialises in trainings in sales, marketing, management and business development. Its principal Mike Kevern is a well known face in the Cornish business scene, and has helped a large number of local businesses to increase the effectiveness of their sales and marketing.

**Follett Stock Solicitors** need little introduction, being one of the most respected local legal firms, with specialists in every arm of the law, as well as an approachable face that is quite unique in the legal profession.

**Digital Peninsula Network (DPN)** is Cornwall’s ICT sector business representative organisation. It is a membership body providing Networking, Marketing and Training services for Cornwall’s business community.



**Mark Prisk MP**



**Penny Paddle**



**Mike Kevern**



**Peter Graves**



**Further information is available from the following sources:**

Mark Prisk Visit: [www.channelcomputing.co.uk/blog](http://www.channelcomputing.co.uk/blog)

Internet Marketing course: [www.channelcomputing.co.uk/web-marketing-training/](http://www.channelcomputing.co.uk/web-marketing-training/)

Follett Stock Solicitors: [www.follettstock.co.uk](http://www.follettstock.co.uk)

Butterfly Business Development / Mike Kevern: [www.mikekevern.com/](http://www.mikekevern.com/)

Digital Peninsula Network: [www.digitalpeninsula.com](http://www.digitalpeninsula.com)