

# 1XPRESSIONS

AN OCCASIONAL UPDATE OF WHAT'S GOING ON AT X1



## SLOUGH MP VISITS X1

On 27 April, X1 and Steve Lee from the British Print Industry Federation had the pleasure of spending a couple of hours with Tan Dhesi, Labour Member of Parliament for Slough, as we took him on a tour of the X1 premises.

Tan was an entertaining and polite guest, engaging with the X1 team and showing a warm, genuine interest in what we do.

Photographs were taken during the visit and a selection were sent to Tan (which he posted on his social media channels). Later we posted him an X1 goodie pack, including a customised

calendar with the above image decorating the April page to remind him of his visit.

A few days later, we received a letter from

Tan expressing his thanks for the X1 tour, which included the following sentence:

*"I am grateful for the positive impact you have on our local Slough economy and our county through your work with the BPIF,*

*and look forward to serving X1 and other SMEs in the constituency."*

Thank you Tan for taking the time to visit us, it is good to have an MP who 'thinks locally'.

***"I am grateful for  
the positive impact  
X1 has on our local  
Slough economy"***



# MORE THAN MERE MINIONS

It is just over a year since we published an article on X1's apprentices. During that time Raveena has continued to develop her bookkeeping skills, under the guidance of Janet Locke (X1's Administrator) and 3aaa Academy.

On 3 May Raveena was awarded her Level 2 AAT (Association of Accounting Technicians) Diploma at a graduation ceremony at the Watford Academy. Tim Lance and Janet were in attendance.

Raveena has continued to grow in knowledge and experience. One example of this is her implementation of electronic and cloud-based cash books at X1.



In September 2017 Simran joined the X1 team as Marketing Assistant Apprentice on a Level 3 Digital Marketer apprenticeship. She has proved to be a quick learner, supervising

the progress of direct marketing campaigns and working on data tracking and analytics.

Simran has also worked hard on raising X1's profile on social media, including facebook.com/x1ltd



Recently she managed an X1 marketing project from inception to final production, ensuring all the schedules were kept to and that the follow-up campaign met the criteria of X1's strategy. The follow-ups included her making telephone calls to the prospects and analysing the responses.

When Simran and Raveena each achieve Level 3, they will progress to Level 4 while continuing their apprenticeships at X1.

Apprenticeships have made a positive difference at X1 and we look forward to this continuing over the the coming years.

