Atlas Outsourcing Reviews the Impact of Liverpool International Festival for Business on Job Market

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Marketing specialists Atlas Outsourcing reviews how the Liverpool International Festival for Business event, which took place over the summer, has contributed to the UK's job market.

The International Festival for Business was a global showcase for great British businesses and the largest business festival in the world this year. Held for 50 days across 7 weeks in June – July, the Liverpool International Festival for Business is the largest global concentration of business events during 2014. The International Festival of Business presented businesses and business owners with the opportunities to build international connections and commercial value, since it connected UK businesses into international markets, and brought together the smartest entrepreneurial minds.

The International Festival for Business was a great opportunity for individual business owners to stay ahead of the competition and get access to an unprecedented range of business opportunities. The festival ran free master classes, seminars, and workshops which made it a great occasion for business networking to take place.

The event has directly impacted the UK economy and job market. As a result of the festival:

- 3,000 UK companies secured or expect new domestic sales
- 1,400 companies secured or expect export sales totalling £100 million
- 350 companies expect to sign investment deals worth £200 million
- Around 10,000 jobs could be created over the next three years
- The main event sponsor, BT Group, said it had won new business worth more than £15m during the festival

Liverpool and Reading based outsourced sales and event marketing firm, Atlas Outsourcing are delighted with how positively the event over the summer has impacted the UK. The firm highlight that the event was a resounding success and are looking forward to attending the next event in 2016.

As a firm, Atlas Outsourcing pride themselves on being a leading promoter and brand ambassador for blue chip clients using the highest standard of customer service to improve brand awareness. The firm provide clients with low cost and highly effective marketing campaigns that help increase sales, build brand awareness and improve customer retention rates.

Atlas Outsourcing uses the most effective resources to target the right consumers, who are most likely to become returning customers for clients. The firm have a number of efficient practices in place to create quality consumers leads, encouraging more equerries and long term customers to the brands.

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