Blue Branch attend esteemed leadership event

Friday 23 September, 2016

A prestigious leadership event was held on September 11th in the beautiful city of Newcastle, with the meeting aimed to promote local entrepreneurs. The event featured top guest speakers from all across the world from the direct marketing industry and Blue Branch was pleased to join the other delegates.

About Blue Branch: http://www.bluebranch.org/

The meeting commenced at 10am, and with itinerary stretching a full eight hours, the event was packed with workshops, seminars and information sharing success stories. With many industry specialists speaking at the event, it was one not to be missed by Blue Branch. The Newcastle Hilton was the chosen venue, boasting an innovative event space and a beautiful location on the banks of the River Tyne. Hilton Newcastle Gateshead Hotel offers an inspiring setting for corporate events and conferences. All delegates present were impressed by the setting.

As proceedings got underway, everybody started in the same hall before splitting off into various subgroups designed to have maximum impact for all attendees. Pre-selection had been made prior to the event and allowed each individual to obtain relative career information on leadership and achieving their maximum potential. Blue Branch are keen entrepreneurial supporters, and feel that offering their independent contractors the opportunity to attend sought after events encourage them to invest in their personal development and construct a valuable business network. Many of the firm's independent contractors are on a personal journey to new small business ownership and feedback from the event was phenomenal. The inspiring stories they heard and information received allows them to move onto the next stage of their journey. Breakout sessions included refreshments and networking opportunities for all attendees.

Blue Branch is Edinburgh's fastest growing sales and marketing firm. Businesses often approach the company looking for a personalised service that brings their new and existing products to target a specific area. All consumer relations are implemented face to face, and this offers a direct personalised service. The firm manages and maintains their own database of elite independent representatives. These representatives become the face and voice of the selected brand, creating an innovative real life promotional campaign that aims to increase market share and raise brand awareness.

2016 has been great so far for Blue Branch, as they look to develop their teams in the final quarter. Their goals include adding additional campaigns to their existing database, and offering further coverage across Scotland and England.

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