Citipeak Event’s Nick Johnson Leading the Way In Industry Development

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As one of the world's fastest growing industries, it's a truly exciting time to be a sales and marketing professional. The Managing Director of London based firm Citipeak Events has been leading the charge in growing the industry, offering support to up and coming professionals and embarking on an exciting expansion.

About Citipeak Events: http://www.citipeakevents.co.uk/company-info/

Citipeak Events is a leading London based event marketing company. Founded by Managing Director Nick Johnson in 2010, the firm have experienced continued and rapid growth; expanding into other UK cities including Manchester, Birmingham and Cardiff. Citipeak Events provide their clients with a marketing solution that increases sales numbers, market reach and overall profit for the company. This marketing solution is cost effective and results driven with a much higher ROI than media advertising. Plus it is personalised to individual customers. These benefits have resulted in the industry growing at a fast rate, whilst other advertising channels such as TV advertising are struggling to reach customers (especially due to on-demand services increasing in popularity so that customers are able to skip adverts). Services that Citipeak Events provide for their clients include: event promotions, branding, sales and direct marketing.

This success and desire to continue expanding is important for existing professionals to help those new to the industry make the most of every opportunity and expand their skills so that they can support and take charge of future growth. Citipeak Events are planning a Top Gun meeting for all the future owners in the organisation over the next few weeks.

Nick Johnson has been travelling to Birmingham to consult a lot recently and whilst there he has seen a lot of growth. The Managing Director has reported that he is impressed by the progress of these individuals and the overall growth of the businesses.

'Whilst in Birmingham I have observed a lot of personal and professional growth within the sales and marketing industry. It is exciting to see the amount of growth that can happen within the industry and to help other sales professionals reach their potential' said Nick Johnson.

Citipeak Events has recently undertaken a London expansion which will broaden the customer base as more business becomes exposed to a wider audience. Expansion for Citipeak Events will increase the pool of potential customers which will increase sales and ultimately revenue. Expansion will also present business owners with the opportunity to relocate to different cities or countries, which benefits a business both economically and socially.

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Company Contact:

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Citipeak Events Ltd

T. 0203 8160 310
E. info@citipeakevents.co.uk
W. https://www.citipeakevents.co.uk/

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