Citipeak Events Travels to Birmingham to Consult on Business Growth

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Managing Director of Citipeak Events, Nick Johnson, has recently been travelling to Birmingham to consult other small businesses about their future business growth.

Over the last few weeks, Nick Johnson, Managing Director of Citipeak Events has been regularly travelling to Birmingham to consult other small businesses about their future growth and business development opportunities.

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

Nick Johnson travels regularly to help other small businesses and is often found speaking at business conferences and events within the sales and marketing industry. Recent speaking events include an industry conference in Hammersmith, where Nick Johnson was named guest speaker. Citipeak Events also host regular workshops at their office in east London. In addition, the successful Managing Director is a mentor for other small businesses around the country, sharing his expertise and experience within the marketing industry, especially within events marketing.

Small businesses are vital to the success of the UK economy; and most UK businesses today are small. Just over 2.5 million UK workers are self employed – this is one in eight of all workers. It is from these small companies that tomorrow's big names will probably arise.

Small businesses such as Citipeak Events develop and prosper for many different reasons. Citipeak Events outline their top three below:

- 1.They develop personal relationships – small businesses are in a perfect place to build and develop personal relationships with customers. Person-to-person interaction is as important as ever in building strong relationships and ensuring future business growth.
- 2.Inventiveness and innovation – small businesses are well positioned to introduce and develop new ideas. The reason for this is because the owners of small businesses do not have to seek approval from anyone else.
- 3.Responding flexibly to problems and challenges – in a small business environment there is little hierarchy or chain of command. This means that their operations are much more flexible and they can reach a quick decision on whether or not it can do what is required.

Founded in 2010, Citipeak Events is an outsourced sales and marketing firm based in East London.The firm are experts in event marketing and building their client's customer base by providing them with personalised marketing services.Services provided by Citipeak Events include increasing brand awareness, personalisation, event promotion, customer acquisitions and campaign management. The firm are leaders in the event marketing industry across the UK and have plans to expand into further market locations in 2015.

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