Citipeak Promotions Organises a Golf Day for Business Consultants

Thursday 19 June, 2014

Managing Director of Citipeak Promotions, Nick Johnson organises a round of Golf at the prestigious Royal Liverpool Golf Club for business consultants

On Monday 2nd June, Nick Johnson, Managing Director of Citipeak Promotions hosted a business meeting at the Royal Liverpool Golf Club. The corporate golf day was a networking opportunity for Nick Johnson to consult with fellow successful business owners within the sales and marketing industry; to share his successes of the year so far and to obtain extra knowledge and advice from other business professionals within the same industry.

Royal Liverpool Golf Club was founded in 1869 and it was recently announced that the club is to be the host of the 2014 Open Championship; the 12th time the club has hosted golf's oldest major. The club is the second oldest seaside Golf links course in England and was redesigned in the early 20th century by one of the world's leading golf course architects.

Networking opportunities have been and are still, extremely important to the success of Citipeak Promotions. Business networking is a socioeconomic business activity when groups of like minded businesspeople recognise, create and act upon business opportunities.

It has been said that more business is done on the golf course than anywhere else. Citipeak Promotions believe that more work is done outside of a formal meeting. This is because the time spent with each other outside of the meeting leads to important relationship building so that real work can take place. The firm believe that for the majority of people who attend meetings, they never see fellow members from one meeting to the next, and then wonder why no business is generated.

Citipeak Promotions believe that golf is a very efficient networking tool. Firstly, every member has something in common – a love of golf and relationships are much easier to build upon if there is a common starting point. Secondly, networking only works if people attend on a regular basis and even the best networking groups have problems with non-attendance. Reasons for non-attendance generally include a lack of enjoyment or a lack of value added from the meeting. The fact that golfers are able to play golf is a fantastic incentive and motivator to attend the meetings. The business benefits of that are that people will do almost anything to avoid missing a golf networking opportunity which results in continuity of attendance.

Citipeak Promotions is an event marketing firm based in London. Over the past two years, the firm have expanded their market research to other UK cities including Birmingham, Newcastle and most recently Cardiff. The firm consistently create simplistic business partnerships and provide a low cost, efficient and measurable sales and marketing solution for their clients.

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