Complete One MD Takes Great Inspiration After Attending 3-Day Business Event

Friday 11 September, 2015

Following 12 months where the firm have experienced incredible success and expanded into 2 new locations, Managing Director at Complete One, Glen Lowes was invited to attend an exclusive 3-day business event in Birmingham.

Many of the UK's top business owners within the sales and marketing industry, as well as some of its rising stars, were invited to Birmingham which was the host city for this event.The event was scheduled over 3 days from 3rd to 5th of September.

About Complete One: http://www.completeone.co.uk/

The exclusive event boasted many guest speakers, some of which flew in especially.

The event was scheduled to gather together many of the UK's leaders in the sales and marketing industry, including Complete One. The primary objective was to teach and develop, but also to provide an environment for people to build new networking relationships as well as nurturing existing ones.Approaching the last financial quarter of the year it was a chance to see where everyone was at, reflect on what they have achieved to date and assess goals for the run up to the end of the year.

Day 1 was tailored to business owners that had experienced expansion.The purpose of the day was to provide advice and guidance on how to successfully expand a business and to ensure that any new offices being opened were being done so in the most effective and efficient way. With a firm strategy in place, business owners must ensure that they would have the best chance possible of succeeding.The guest speakers covered an array of topics including; the importance of spending time in new offices and having a hands-on approach in all expansions, learning how to rebound after setbacks as well as how to drive a business forward.

Day 2 was aimed at the business as a whole.One of the focal points was knowing when to go back to basics.The speaker stressed that sometimes people, not just in business, try and overcomplicate things when instead the best results tend to come from keeping it simple. Other subjects that were covered included setting targets and goals for development, driving sales and how to overcome factors that stop momentum.

The third day was more of a socialising event, with dinner and drinks at the Laurent-Perrier Champagne bar.

"I always feel incredibly fortunate whenever I am involved in events like the one in Birmingham.The topics covered, particularly on day 1, was incredibly relevant for myself and the company, as we will be looking to further expand the Complete One brand over the next 12 to 18 months.Having the opportunity to hear from guest speakers who are at the top of their game is very inspiring and I always come away from these events feeling motivated and inspired," said Managing Director at Complete One, Glen Lowes.

Complete One is an outsourced sales and marketing firm based in Newcastle. The firm specialises in a personalised form of direct marketing which allows them to make long-lasting connections with consumers, on behalf of their clients' brands. By working closely alongside their clients the firm are able to design and implement campaigns which are tailored to their target consumers. The firm then takes these campaigns directly to consumers via face-to-face marketing techniques. This personal connection often leads to increased customer acquisition, brand awareness and brand loyalty

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