Harper Robson Travel to Newcastle for Landmark Business Event

Thursday 9 March, 2017

Recently, sales and marketing firm Harper Robson travelled to Newcastle for a landmark business event on leadership and driving a successful business.

Based in Edinburgh, Harper Robson is a successful sales and marketing firm leading the crowd with their innovative in-person marketing campaigns. The company's campaigns, which they create and deliver on behalf of a wide variety of brands are designed to maximise brand awareness and increase market share across Scotland. The firm's unique face to face platform allows true brand loyalty to increase through personalisation and offers customers are rare opportunity to connect with a brand and receive a unique and memorable brand experience.

About Harper Robson: http://www.harperrobson.co.uk/

In recent weeks, the firm has experienced a significant surge in growth – helping a number of their young professionals move forward in their professional development and rise up within the industry. Keen to continue this high the firm has invested lots of time and energy into increasing the support they can offer their young workforce and has been attending a number of educational business events to learn new ways of driving professional development.

This commitment to ongoing support recently took the firm to Newcastle for a leadership and business building event. The event was open to industry rising stars and leaders and offered a day brimming with of advice and support on how to be a better business leader and lay the foundations for organisational success. The event also delivered key speeches from industry entrepreneurs who spoke candidly about their own business journeys and offered insights into the strategies that helped them to not only achieve personal success but encourage greater success among their workforces.

The daylong event was held the Hilton Hotel in Gateshead, a popular venue for large scale business events. The hotel features 929m2 /10,000 sq. ft. of versatile function space. As well as being home to nine flexible function rooms, the hotel's star attraction for business visitors is the Gateshead Suite which can cater for up to 500 guests and is divisible into three separate spaces. Each function room at the Hilton Gateshead is equipped with top of the range AV equipment, Wifi and access to a dedicated business centre offering round the clock business support.

Harper Robson found the event to be hugely inspirational and felt honoured to be surrounded by such a large volume of talented and ambitious sales and marketing professionals, who are all incredibly passionate about what they do. The firm is confident that the experience has equipped them with the knowledge and strategies needed to motivate their workforce and help them to reach their individual professional goals in the future.

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Harper Robson

E. info@harperrobson.co.uk
W. https://www.harperrobson.co.uk/

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