Hector Montalvo of Source Marketing Direct speaks at Birmingham Business Conference

Thursday 10 September, 2015

Following his well-deserved R&R trip to North Carolina, it was business as usual for Hector Montalvo as he spoke at the weekend's business conference in Birmingham.

On Friday 4th September, Hector Montalvo of Source Marketing Direct took the opportunity to speak on the topic of 'driving an organisation' at an important business conference for young entrepreneurs. Among the young entrepreneurs were several individuals that Mr Montalvo has personally mentored. After having the opportunity to reconnect with his previous mentees, Hector Montalvo said, "It was exciting how our conversations have changed from just dealing with their own development to now assisting with people that they are coaching through the process."

About Source Marketing Direct : http://sourcemarketingdirect.com

A day later, Saturday 5th September, Mr Montalvo was given another opportunity to speak at an important business conference, this time to business owners in the direct marketing sector from all across the UK. The successful CEO spoke on the topic of 'Momentum' and covered areas including how it halts; how to create it and much more. "As I prepped for the topic, I came across the explanation of the word momentum, highlighting it as a physics term and it was described like this:

Any object with momentum is going to be hard to stop. To stop such an object, it is necessary to apply force against its motion for a given period of time.

I used this as the body of my presentation, explaining that creating momentum is a series of actions consistently executed. Similar to stopping momentum, which is a series of actions *not* consistently executed. Hence, success or failure is not something that happens overnight," highlighted Hector Montalvo when asked about the topic.

Both events were held in the exquisite Crowne Plaza in Birmingham which has a purposely designed conference floor, boasting 11 conference and event spaces that can hold from 10 to 300 people, making it the perfect venue for popular learning events such as the two Mr Montalvo was invited to speak at. Source Marketing Direct travelled from their London office to stay in Birmingham and to connect with other industry professionals.

Source Marketing Direct is an outsourced sales and marketing company based in London. Hector Montalvo has over 14 years' experience in the industry making him the perfect candidate to offer advice and knowledge to other business professionals at these events. The firm itself specialises in a unique form of direct marketing which involves creating personalised campaigns that accurately represent their clients' brands. The idea of these campaigns is to connect with consumers on a personal basis through face-to-face marketing techniques, which helps to create long-lasting business connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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Scan Me:

Company Contact:

Source Marketing Direct Ltd

T. 02034415503
E. csagar@sourcemarketingdirect.com
W. https://sourcemarketingdirect.com/

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