

# Lammas Incrementum Celebrate Success of Road Trip Bonanza

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Last week, Glasgow-based event-marketing firm, [Lammas Incrementum](#) travelled to Aberdeen for a week-long business trip in Scotland's Granite City.

Sales, marketing and promotions specialists, Lammas Incrementum frequently run business trips to cities throughout the UK to test new markets as well as expand market reach for their client portfolio. The firm has a successful track-record taking their services on the road, with previous ventures to Cumbria, Scarborough, Whitby, Montrose and Carlisle.

About Lammas Incrementum: <http://www.lammasincrementum.co.uk/about-us/>

With the firm surpassing all client goals in Q2, [Managing Director, Rory McLeod](#) is determined to make sure the firm meets Q3 projections and travel is going to play a critical role in that. "We are extremely fortunate to have a business model that allows us to take our services on the road and reach a new consumer base, increasing market share and brand awareness for our clients," commented Mr McLeod.

Besides generating a high quantity of sales, travel is a key focus at Lammas Incrementum as they believe it plays a pivotal role in the development of their staff and contractors. Managing Director Rory McLeod is passionate about developing others, and thrives in his role as a coach and mentor, helping guide, inspire and nurture aspiring professionals. Mr McLeod argues that the key to their continued success is the unparalleled development opportunities they offer to their staff and contractors, through their business development program. The event marketing specialists meritocratic business model enables them to provide first class development opportunities entirely based on work ethic and individual merit.

"One of the things I love most about being a business owner is being able to offer others the opportunity I was once afforded. We do not pre-judge applicants based on education or experience, but rather take into account work ethic and student mentality, and if someone possesses those traits, I am confident we can provide them with all of the necessary skills and knowledge to become a key player," commented Mr McLeod.

By offering on-going advice and guidance through optional workshops, seminars and conferences, Lammas Incrementum provide the opportunity for their staff and contractors to expand their skill set and acquire knowledge to set them up for future success.

After all sales had been calculated, and data has been considered, the firm's recent trip to Aberdeen has proven to be a monumental success and exceeded expectations. The Aberdeen road trip bonanza saw the firm move one step closer to their goals for 2017 as they push to make their mark in the direct marketing industry. Commenting on the success of the trip, Mr McLeod stated. "We have a client portfolio containing many of the UK's industry leaders and a group of contractors that are super ambitious and talented, and I'm excited to see what the rest of the year has in store."

Lammas Incrementum is an event-marketing firm based in Glasgow. The firm offers an opportunity to bring brands to life on a platform designed to excite, interest and engage a consumer base. The recent road trip to Aberdeen generated tremendous results, and the firm is well on course to break more records in Q3.

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