

## Luke Walker of Phoenix Events Features in SME Magazine, BrandMag

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Successful entrepreneur and business owner Luke Walker of [Phoenix Events](#) was recently asked by BrandMag to share his thoughts on networking in business.

About Phoenix Events Marketing: <http://www.phoenixeventmarketing.co.uk/about-us/>

Luke Walker, Managing Director of outsourced sales and marketing firm Phoenix Events was recently featured in BrandMag, a must read publication for SME owners. The bi-monthly magazine offers SME owners practical advice and guidance on online branding, marketing and building a successful business, to help them gain a stronger presence online and live a successful life as an entrepreneur.

Luke Walker of Phoenix Events was asked to feature in the latest edition of BrandMag due to his experiences in business and his commitment to widening his business network in his day-to-day work. Networking is an integral part of business, however, it is often overlooked by new entrepreneurs who feel they don't have the time to go out and form new connections alongside their daily business responsibilities. Keen to change how new business owners think about networking, BrandMag approached Mr Walker to share his thoughts on networking and outlined how it has helped him grow to be one of Hampshire's most successful outsourced sales and marketing firms.

Earlier this year, Luke Walker committed to visiting 2 new cities every month throughout the UK and Ireland, in order to engage with a greater number of business professionals within the industry. The reasons behind this move were to tap in to the experiences and perspectives of others and share as much knowledge as possible in order to steer the sales and marketing industry towards greater success.

In the upcoming article, Luke Walker speaks about why he is so committed to networking and shares the biggest benefits of professional networking outside of his social circle. He shares how meeting with a motivated group of business people can create amazing opportunities such as joint ventures and client leads and how networking can be the catalyst for positive change. Mr Walker also explains the role networking plays in raising a professional's profile – helping them to gain a reputation as an influential and supportive individual and how this can help a person become more active within the business community.

Phoenix Events is an outsourced sales and marketing firm based in Southampton. The firm specialises in engaging with consumers on a face-to-face basis to foster long-lasting, personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients, helping them to achieve growth and sustainability in the UK market.

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