Managing Director Ausra Mazonaite Gives Inspiring Talk at Regional Event

Monday 22 June, 2015

On Sunday 14th June, Ausra Mazonaite of Mazonai, a successful and innovative sales and event marketing firm attended an important industry event in London where she delivered an inspiring talk on the topic of acquiring quality customers for clients.

About Mazonai: http://www.mazonai.com/about-us/

The event was one of a series of motivational educational events held up and down the country to help both established leaders and those new to the industry gain a unique insight into what it takes to achieve success. It was held at London's four star Lancaster Hotel, a venue which benefits from a premier central London location. Situated near Hyde Park and being just a stone's throw away from London's business district and some of the city's most iconic landmarks, the Lancaster Hotel is well known for being a firm favourite among business professionals. It offers guests from outside London a fantastic insight into the workings of one of the world's most exciting metropolitan hubs. As well as its ideal location, the Lancaster Hotel is one of London's top destinations for business events due to its fantastic array of facilities such as an adaptable meeting space that can accommodate groups of up to 3000 people and its commitment to providing the latest state of the art technologies to business delegates.

As an ambitious market leader in the sales and event marketing industry, Mazonai recognise the importance of regular attendance to these events. Not only do they offer an opportunity for learning and development, these events provide attendees of all levels with the chance to network with others and build and maintain strong professional relationships, which is a vital factor when working is such a demanding and competitive industry.

As well as attending the event for networking purposes, Ausra Mazonaite, managing director of Mazonai was invited to the Sunday's seminar to address the attendees as a key note speaker. A growing number of businesses now rely on the sales and event marketing industry to deliver them quality customers so that they can keep revenue high and achieve a prominent position in the market place. To help Sunday's attendees gain a better understanding of this, Ausra Mazonaite gave an insightful talk on the importance of quality acquisitions and how those within the industry can retain these customers for their clients. She outlined how their clients, many of which are non-profit organisations, rely on a strong pipeline of customers and donors to not only support future growth, but to provide a long term stream of funding so that they can continue to perform their important roles within society. Ausra Mazonaite also outlined the two most common issues effecting customer acquisitions; incorrect customer contact information and customers changing their minds. These issues can be easily avoided however through better communication. By taking more time and effort to thoroughly communicate with customers and help them feel confident in their decisions, industry professionals will be able to deliver an even greater number of quality long-term customers to their clients.

Mazonai is a Watford based sales and event marketing firm. The firm are experts in customer acquisition and retention and are always devising new, more personalised strategies to help their clients increase brand loyalty and ROI. Through face to face event marketing techniques Mazonai form real connections with customers which help their clients to understand their target audience better and deliver products and services that meet their needs.

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