Managing Director of Pareto Global Associates Invited to Speak at Manchester Conference

Wednesday 17 September, 2014

Sales and marketing professionals from across the UK traveled to Manchester to attend the one day event. Cyril Williams, managing director of Pareto Global Associates was thrilled to be asked to speak at the event and thoroughly enjoyed the opportunity to meet with other industry experts.

The much anticipated industry conference was held on Sunday 14th of September and played host to both sales and marketing professionals and entrepreneurs all looking to expand their knowledge of the industry and share their experiences. The event was held at Emirates Old Trafford Cricket ground which is widely renowned as Manchester's most prestigious conference venue after receiving the Gold Business Tourism award earlier this year. The venue offers an unrivaled choice of professional spaces, all of which can be adapted to suit any manner of needs. The Emirates most prestigious conference room, 'The Point' offers attendees a highly flexible space that can be re-sized and reconfigured to host events ranging from award ceremonies and exhibitions to meetings and seminars. The venue makes the most of its iconic location by offering full panoramic views of the famous cricket ground and the Manchester skyline.

Cyril Williams, managing director of Pareto Global Associates traveled to Manchester with representatives of the firm to not only meet with attendees, but to deliver an insightful talk to both industry professionals and entrepreneurs. The talk, entitled '5 Steps With Impulse Factors' addressed the psychology of decision making and what it is that motivates people to take action.

The conference, which was attended by a number of up and coming entrepreneurs offered attendees the opportunity to network and build lasting business relationships as well as improve their knowledge of the industry. Pareto Global Associates believes it's important to attend these events, whether you're an entrepreneur or an established business owner, as consumer needs and industry trends are constantly changing. Staying ahead of these changes greatly improves a company's chance of success.

Pareto Global Associates is an outsourced direct marketing firm based in Liverpool. Through face to face interactions the firm help their clients build lasting connections with their customers to increase loyalty and improve brand reputation.

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