MarketStorm Global Ltd Host Panel Debate to Discuss Event Promotion Benefits and Concerns

Monday 1 July, 2013

MarketStorm Global Ltd are set to host a panel debate in their Leeds offices to discuss the benefits and concerns of event promotion.

On Friday 30th June 2013, MarketStorm Global Ltd will be hosting a panel debate in their Leeds office to discuss event promotion. Managing director Gavin Walsh of the outsourced event promotion company, MarketStorm Global Ltd will be hosting the event who's goal is to outline how and why outsourcing an event service can be beneficial.

MarketStorm Global Ltd have planned this debate in order to draw attention to many of the issues brand ambassadors face within the event promotions industry. Among the prompts for those involved in the debate, key questions will include: Do outsourced event firms represent brands values effectively? Are event promotions effective for driving sales revenue? And what are the key influencers in hiring an event firm?

By debating issues, it can have a number of benefits as well as being a highly rewarding activity for many of those who become involved in it. Advantages of debate include the chance to see an issue from both sides, enlighten others to look at thoughts and ideas in a different perspective, learn from other's way of thinking and analogies, develop individual thoughts and opinions and the ability to make better informed judgements. However, it is important to remember some people can become offended when their view is challenged or upset when people are ignorant towards conflicting views. Such behaviour can quickly escalade into something fierce and aggressive. MarketStorm Global Ltd have assured attendees that the debate will be closely moderated to avoid such scenarios. Contributors will have the opportunity to air their opinion without being made to feel wrong or judged.

The Leeds based firm, MarketStorm Global Ltd, are an outsourced direct sales and marketing company whose direct marketing methods specialise in events and in-store promotional campaigns. MarketStorm Global Ltd work within the telecommunication, service, entertainment and cosmetics industries and hope the debates will encourage attendees to see the many benefits of event based services as well as inspire similar conversations across the UK.

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