Matt Wassall of MJ Experia Marketing Keynote Speaker at Manchester Sales Conference

Monday 24 February, 2014

MJ Experia Marketing managing director, Matt Wassall, was a keynote speaker at a marketing and sales conference held in Manchester on 23rd February.

The conference was held at the Emirates Old Trafford conference venue at Lancashire County Cricket Club in Manchester. Emirates Old Trafford's The Point venue is one of the North West's leading venues for events and conferences, due to its close proximity to the city of Manchester and its state of the art facilities. The venue holds up to 1000 guests and incorporates green features into the design, an important consideration for MJ Experia Marketing which is committed to being an environmentally friendly business. "The Point at Emirates Old Trafford was a fantastic venue for the conference. The facilities were great and I believe that everyone who attended came away with something useful. We would not hesitate to attend events like this in the future," said Matt Wassall, managing director of MJ Experia Marketing.

The sales conference on February 23rd hosted 400 attendees and featured a number of keynote speakers, including MJ Experia Marketing's Matt Wassall. The conference represented Matt Wassall's biggest public speaking engagement in his career, and his first to be held outside of Birmingham. "Speaking in front of hundreds of people was fantastic and I am looking forward to the opportunity to speak at more conferences in the future," stated Matt Wassall. Prior to the Manchester conference, Matt Wassall has chaired numerous seminars and events over the last 6 months, including a time management workshop; a series of seminars during Global Entrepreneurship Week last November; a debate hosted earlier this month on the role of entrepreneurship in local economies and an ongoing entrepreneurship development programme.

Matt Wassall spoke on 7 key leadership traits to boost business management skills. The MJ Experia Marketing managing director believes that leadership skills are central to the success of any business, but are particularly important in the sales industry. "Clearly, all types of business depends on being able to interact and deal with people. Whatever industry you're in, you cannot avoid managing people if your business plans to have any amount of growth. With sales, this need becomes even more apparent as you are required to motivate a team to drive sales, so effective leadership skills need to learned as early on as possible so that they can be refined and developed," explains Matt Wassall.

MJ Experia Marketing's Matt Wassall has plans to increase the amount of public speaking engagements he takes part in throughout 2014.

Source:
http://lccc.assets.s3.amazonaws.com/2014/01/The-Point-Facilities.pdf

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