Nick Johnson of Citipeak Promotions Ltd Travels to Lisbon for European Sales Conference

Tuesday 27 August, 2013

Managing Director of London based outsourced sales and marketing firm Citipeak Promotions Ltd, travels to Lisbon for the weekend to attend a sales conference with other entrepreneurs and small business owners.

On Friday 23rd August, Citipeak Promotions Ltd travelled to Lisbon, Portugal to attend a European sales conference for small business owners and entrepreneurs within the sales and marketing industry. The main focus of the event is to give business owners the opportunity to network and share successful business strategies with other owners within the flourishing sales and marketing industry. Successful small business owner of outsourced sales and marketing firm Citipeak Promotions Ltd, Nick Johnson often gets to travel throughout Europe to attend these events and is eager to listen to fellow business owners throughout Europe share their achievements for the year so far.

The event is to be held at the 5-star hotel, the Myraid, located in the Parque das Nações in eastern Lisbon. The hotel is a first-class location to be holding such a conference. The 5-star Myraid has three different function rooms; all with panoramic views of the River Tagus, so it's the perfect location for motivational talks.

Regular conferences such as this are integral for the success and growth of the outsourced sales and marketing industry. Fruitful business strategies that are being implemented by firms can be shared amongst current and future business owners. As this knowledge is shared between different firms and their owners, the standards of the sales and marketing industry will endeavour to improve as this advice is enforced. "This is an exciting time for the sales and marketing industry. Competition between different firms is rife, as many businesses are doing extremely well,' said Nick Johnson. "These sales events become a highlight in the business calendar as it is an opportunity for business owners to network and share success stories of the year so far," added Nick Johnson.

Over the past ten years, the number of outsourced sales and marketing firms in the UK has increased dramatically. The demand for outsourced sales firms such as Citipeak Promotions Ltd has increased as more and more UK companies are reaping the benefits of these direct marketing campaigns and the guaranteed results that they bring. Citipeak Promotions Ltd creates effective marketing strategies that send a clear message directly to the consumer; at the same time building positive relationships for the client.

At a time where retail sales are plummeting, direct marketing campaigns are becoming a popular choice for UK companies due to the guaranteed ROI (Return on Investment).

Citipeak Promotions Ltd is leading the way with events campaigns; contributing towards the growth of their clients.

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