Pareto Global Associates Attend Important Client Event in Birmingham

Friday 17 April, 2015

Pareto Global Associates were invited to a client hosted training event in Birmingham last week, to learn more about new fundraising and incentive schemes.

Last week, sales and marketing firm Pareto Global Associates were delighted to attend a training event hosted and organised by one of their key clients. On Thursday the 9th April the firm travelled from Liverpool to Birmingham's celebrated Malmaison hotel. The client hosting the event is a major player in the non – profit sector and have worked with the firm for a number of years. Pareto Global Associates has contributed greatly to UK non-profits and charitable organisations through their specialised event marketing campaigns, acquiring over 12,500 long term donors in just the last 12 months. These vital acquisitions provided their clients with over £1.5 million in funds for their charitable work and research, offering much needed care and support to some of the UK's leading charities.

Pareto Global Associates were invited to attend Thursday's event in part, to receive recognition for their contributions and the passion they have for their work. The half day event also presented the firm with the opportunity to expand their knowledge and skills through selection of seminars, and learn how their acquisitions have gone on to make a difference to the charities they work with. To help the attendees develop their existing techniques and approaches the event invited 4 speakers to share their own experiences within the industry and give their insights into how fundraising and regular donations can impact local and national charities. The event also revealed some exciting developments in terms of new incentives for small businesses who contribute through the campaigns, to help boost the support for much needed causes throughout the UK

Speaking about the day Managing director of Pareto Global Associates Cyril Williams was full of praise for both the organisers and the charities 'It's been a fantastic event, these organisations do such fantastic work that it's really an honour to be involved'

The event was held at Birmingham's Malmaison Hotel in the heart of Birmingham city centre. Being only a stone's throw from New Street Station the Malmaison offered a convenient and stylish meeting space for Thursday's attendees.As well as providing a huge expanse of flexible meeting space that can accommodate up to 120 delegates the hotel also boasts the latest, top of the range audio and visual equipment and business facilities, making it the ideal venue for almost any business event.

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