Pareto Global Associates Voices Support for New Liverpool Loves Festival

Wednesday 26 November, 2014

Outsourced sales and marketing firm Pareto Global Associates voices its support for a new Liverpool festival, announced last week, which celebrates Liverpool and aims to promote new businesses.

Next August, Liverpool will play host to a new festival aimed at celebrating the city's spirit and passion for business and the arts. Liverpool Loves will be a three day free event during which local businesses and residents will be provided with the opportunity to celebrate what it is they feel makes their city so special. The festival will focus on four main events; Liverpool Loves Culture, Liverpool Loves Business, Liverpool Loves Food and Liverpool Loves Well Being. The event will help many local organisations and business owners to not only raise awareness of their services but to fully integrate with the local community and immerse themselves within the city's vibrant culture. Liverpool based sales and marketing firm, Pareto Global Associates are excited by the plans for the festival and believe that for many small Liverpool businesses the Liverpool Loves Festival could even inspire more people in the city to follow their business dreams and start their own ventures.

Whilst the current plans have set aside Saturday as a full blown festival day, Pareto Global Associates are more excited by the Thursday and Friday events which promise to be more focused on business and innovation. The event will boast a business big top to provide local businesses with a commercial marketplace, seminar stages for guest speakers, networking spaces and work stations allowing them to network and integrate with other business owners within the city. Businesses will also be able to take part in Saturday's more cultural festivities, and through various promotions, local businesses will be given the chance to reach out to the people of Liverpool and expand their customer base.

For many businesses across the UK it can be difficult to fully feel like part of the community, especially new businesses who are working tirelessly to build up a strong customer base. Pareto Global Associates believe that the Liverpool Loves Festival has the potential to provide small businesses with the exposure they deserve and the opportunity to get out and meet potential customers one on one. The festival could also help bring the creativity and innovation of Liverpool's small businesses to the forefront of customer attention. In such a large city small businesses can sometimes get overlooked. The Festival has the exciting potential of levelling the playing field and allowing the talent of the cities small business community to shine through.

Pareto Global Associates is an outsourced sales and marketing firm that create and implement engaging marketing campaigns for a variety of local and national clients. The firm use face to face interactions to build lasting connections with their client's customers, actively seeking out feedback to help their clients adapt their services to suit a wide range of customer needs. The customer centric approach favoured by Pareto Global Associates allows the firm to personalise each customers' experience which increases brand loyalty, brand awareness and customer acquisition.

Pareto Global Associates are thoroughly looking forward to next year's first Liverpool Loves Festival and believe that the event is an excellent opportunity for businesses to gain more exposure and share their success stories within their local community.

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