

Penmex Feeling Inspired After Attending Regional Conference

Thursday 24 September, 2015

The Regional Conference was held in Edinburgh on Sunday September 20th at the Sheraton Grand Hotel, attracting a range of business owners and entrepreneurs including [Kirsty Pennal](#) of [Penmex](#).

Penmex, an Edinburgh -based sales and marketing firm, were feeling inspired after attending one of their quarterly Regional Conferences. The organisers hosted their September meeting at the Sheraton Grand Hotel. Overlooking Edinburgh Castle, the Sheraton Grand Hotel & Spa forms part of a unique gathering place, together with the vibrant One Square and award-winning One Spa. The hotel boasts flexible meeting and events spaces, and is the largest of its kind in an Edinburgh hotel. It encompasses 1,500m² of meeting space, includes 14 meeting rooms and has its own private entrance from the hotel forecourt.

About Penmex: <http://penmex.co.uk>

Penmex had the opportunity to network with their business associates from Newcastle and Sheffield, and enjoyed building new business connections with the other business owners in attendance during break out periods. The firm is enthusiastic about implementing the new ideas put forward by the guest speakers. The information will assist the firm in attracting new talent, strengthening the existing sales force further and allowing an additional client base to be acquired.

Penmex regularly exceeds expectations and surpasses targets. Their client demand is consistently high which has led to major growth for the firm. Penmex's growth has forced them to move into a bigger office space. The firm have reviewed the business financials for the previous three quarters and now have their projections and financial plans in line for the closing quarter with the expectation of further business growth as they enter 2016.

Penmex is an outsourced sales and marketing firm which aims to deliver highly personalised and unique direct marketing campaigns to consumers, on behalf of their clients' brands. The firm works closely with their clients to understand their products/services and business goals. These are then reflected in personalised direct marketing campaigns which are taken directly to their ideal target markets through face-to-face marketing techniques. This one-to-one connection with potential customers helps to create personal and long-lasting business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. The firm are able to deliver a high ROI to their clients, even during times of economic downturn due to the nature of their personalised marketing services.

Penmex believes the Regional Conferences are an essential date in their calendar as they strive to maximise their business potential. The mixture of guest speakers delivering priceless business advice and the scope for new business contacts is an opportunity not to be missed.

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