Penmex forge new connections at eagerly anticipated Rising Star event

Wednesday 22 March, 2017

Edinburgh-based event marketing specialists Penmex attended the eagerly anticipated Rising Star event this past weekend, held at the 4-Star Piperdam Golf & Leisure Resort.

Penmex is an award-winning event-marketing firm specialising in raising brand awareness and increasing market share through in-person promotions conducted at events and venues throughout Edinburgh. The customer acquisition specialists travelled to Piperdam for the much-anticipated rising star event, hosted over March 10th to 12th. Piperdam offers visitors a quiet getaway set to the backdrop of some stunning Scottish scenery. It is the perfect choice for those looking for a mixture of activities and relaxation, with a plethora of leisure activities to get involved in including archery, zorbing, quad biking, fencing, fishing and golfing.

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

A handpicked selection of entrepreneurs and business owners from all over the UK travelled to Dundee for the event. It had been arranged to bring together the top performers and rising stars within the sales and marketing industry, and provide them with the opportunity to expand their knowledge and skillset, progress their business development, and connect with like-minded individuals.

There were some formal business activities arranged for the weekend, with the host arranging business workshops that featured exclusive guest speakers both in person and via Skype. The speakers covered an array of topics specifically tailored to assist the business development of the rising stars in attendance.

After the formalities were completed, attendees had the opportunity to sit back and relax and take full advantage of their surroundings. The 4-Star Vegas lodge offered a balcony, fully equipped kitchen, flat screen TV's, snooker table (¾ size), roulette and card games, private hot tub and sauna.

On Saturday evening there was a barbeque dinner followed by a James Bond theme, Casino Royale party. On Sunday, as the weekend started to wind down, attendees had the opportunity to explore the resort. In the evening, the business owners among the group, including Penmex Managing Director, Kirsty Pennal, were invited to a secret location for a dinner party.

During the weekend, Ms Pennal had the opportunity to connect with fellow professionals and build her network. At Penmex they promote the important role that good connections play in someone's entrepreneurial journey, and they encourage their independent contractors to utilise every opportunity to expand their network. "Having good people to turn to for advice and guidance is crucial," claimed Ms Pennal. The entrepreneur and director at Penmex hailed the Rising Star event as a great success, and she is excited to follow up with her new connections.

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