Penmex Ltd Return from American Awards in Baltimore

Friday 17 July, 2015

The Managing Director of Edinburgh based sales and event marketing firm Penmex, Kirsty Pennal recently returned from an exciting trip to America, where she spent 3 days networking in New York before attending the prestigious 2015 USA Sales and Marketing Awards in Baltimore.

Based in Edinburgh, Penmex are leading experts in customer acquisition and work with a wide variety of clients, providing them with below the line, personalised marketing solutions. The firm was established to combat the customer fatigue created by the over exposure of impersonal mass marketing techniques. Through face to face customer interactions and presentations Penmex are able to secure and nurture more meaningful customer relationships for their clients and use the customer information they collect to tailor a service which is unique to each customer's needs. By putting the customer first Penmex can deliver effective solutions to customers and strengthen relationships between customer and brand, which leads to a dramatic increase in customer acquisition, retention and overall ROI.

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

Due to the massive success Penmex has experienced in Scotland, Managing Director Kirsty Pennal was invited to attend this year's USA Sales and Marketing Awards in Baltimore. As well as rewarding the hard work of sales and marketing professionals in America the awards also provided industry leaders and business owners from across the world the opportunity to come together to share ideas, network and celebrate the global success of the industry. With the sales and marketing industry picking up immense speed in Australia, Europe and the US, as well as the UK the event gave Kirsty Pennel a fantastic and rare opportunity to learn about how the industry operates in different global markets and discuss new and emerging strategies with likeminded, driven individuals.

Before heading to Baltimore for the Awards, Kirsty Pennal travelled to New York to spend three days networking with entrepreneurs in what is arguably the world greatest business hub. Whilst in New York Kirsty Pennel was highly impressed by the tenacity and drive of the entrepreneurs she met with and found their creativity within the industry to be hugely inspiring.

On the 12th July Kirsty Pennal headed to Baltimore for the main event, which was held at Baltimore's iconic Hippodrome Theatre, which for over 70 years has played host to the city's most important events and world class entertainment. As well as the hotly anticipated awards ceremony, the event also hosted some inspiring talks from global industry leaders to motivate attendees for the year ahead and discuss just how far the industry has come in the last 12 months. To kick off the celebrations and get attendees in the spirit of the proceedings spot prizes were also handed out on the day with a handful of lucky guests winning MacBooks, Beats Headphones and state of the art wireless speakers.

Since returning from the annual event in Baltimore, Kirsty Pennal is keen to monopolise on the experience and plans to implement some new strategies in order to boost performance in the business. After discussing new ideas with the inspiring people she met in the US Kirsty Pennal is excited for the coming months and is looking forward to injecting some fresh and innovative ideas into her already ambitious company.

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Penmex

T. 07984-320-902
E. info@penmex.co.uk
W. https://penmex.co.uk/

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