Penmex MD delivers keynote speech at Newcastle leadership conference

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Managing Director at Penmex, Kirsty Pennal, recently attended a speaking engagement, delivering a keynote speech to hundreds of budding entrepreneurs and business owners at a leadership conference in Newcastle.

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

Held at the 4-star Hilton Newcastle Gateshead, the conference was attended by sales and marketing professionals from the North East and Scotland. With innovative event spaces and a beautiful location on the banks of the River Tyne, this chic city-centre hotel provides an inspiring setting for corporate events.

The conference commenced at 11a.m. in the Oakwellgate Suite and began with an introduction and was followed up by industry achievements. After a refreshment break, the attendees were split into two separate groups, the first comprising of individuals new to the sales and marketing industry and the second group was formed of more experienced entrepreneurs. Penmex's Managing Director, Kirsty Pennal was incredibly excited to be able to inspire the next generation of business owners and share her advice and knowledge with a captivated audience of fellow industry professionals. Miss Pennal addressed the first group on sales skills, covering how to master the basics and the necessary steps to implement in order to master the art of selling. Later in the day Kirsty Pennal spoke to a room full of more experienced entrepreneurs, discussing how to make the leap from a leader to a business owner.

"I attended many conferences like the leadership conference in Newcastle during my time as an entrepreneur and they proved to be incredibly valuable in progressing my business development. Here at Penmex, we are really excited about the growth we will generate in the next 6 weeks by implementing the information we learnt at the event," said Kirsty Pennal, Managing Director at Penmex.

At Penmex they promote the fact that one of the biggest benefits of attending these events, besides the great information and guest speakers, is the invaluable opportunity to network. Networking is a massively important skill for entrepreneurs to master and can prove to be incredibly beneficial on the journey to success.

At Penmex they specialise in below-line customer acquisition through cost-effective, measurable and tailor-made marketing solutions. They put the personal touch into every campaign they develop. They increase market share and raise brand awareness for their clients through Business-to-Business and Business-to-Consumer promotional marketing and sales campaigns. The firm support budding entrepreneurs on their journey to success and they believe that many people don't follow through with their entrepreneurial dream because of excuses. At Penmex they urge their contractors to attend events like the leadership conference in Newcastle in order to enhance their business development, as well as hosting optional workshops and seminars.

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