PerDM Hosted Black Tie Cigar and Caviar Event for Suppliers at Bulgari Hotel London

Wednesday 26 March, 2014

Marketing agency PerDM host a Black Tie Cigar and Caviar event at the prestigious Bulgari Hotel. The event was held to celebrate the successes of selected owners of sales and marketing firms

Last month, PerDM exclusively hosted a 'Black Tie Cigar and Caviar Event' at the luxurious cigar lounge at the Bulgari Hotel in Knightsbridge, London. The event was especially for selected business owners of successful sales and marketing companies; those who have been pivotal to the growth of business in 2013 so exceptional efforts can be celebrated. The event was also used to discuss growth plans for 2014 in the relaxed granite clad lounge.

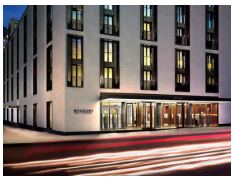
Sharp, masculine and draped in dark, low-energy hues, the London's Bulgari Hotel is loocated in Knightsbridge on the edge of Hyde Park, and is both a haven of calm in the centre of the city and yet under a minute's walk from such landmarks as the famous Harrod's department store. Since the hotel's opening in 2012, the Bulgari has set new standards among the luxury hotels of the British capital. The elegant contemporary architecture of the Bulgari and the hotel's legendary flair for design are matched by class-leading quality of service.

The event hosted by PerDM was held exclusively in the welcoming and spacious cigar lounge, which features hone black granite floors and a fireplace of black cortain steel and granite - which proved a perfect venue for discrete business meetings and exclusive private celebrations. Theses private rooms boast fabric covered walls and exquisitely set tables and have been described as giving a sense of what it must be like to dine inside a giant jewelry box. The hotel also offers the Edward Sahakian Cigar Shop and an adjacent Sampling Lounge, a comfortable and relaxed environment for up to 20 guests of the cigar shop to smoke their cigars.

During the event, PerDM's guests were able to make a selection from cigar magnate Edward Sahakian's personal collection (including the rare Cuban Davidoff Dom Pérignon and Partagás No. 4 Reserva and top-tier classics such as Hoyo de Monterrey Epicure No. 2 and Romeo Y Julieta Churchill). The relaxed atmosphere allowed the attendees to discuss key targets for sales partner companies for the year ahead. PerDM believe that all business organizations should have written targets that are an integral part of a business plan. Key targets can describe what companies plan to accomplish in terms of market share, growth and profitability. Businesses should aim to have goals that are specific, measurable, attainable, relevant and timely.

'We decided to hold this event to celebrate performances from top business owners in the sales and marketing industry,' said Ian Attwood, Director of PerDM. 'We recognise the importance to celebrate such successes and like to make examples of businesses owners who are continuing to dominate the industry,' added Mr Attwood.

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PerDM

T. 01244573150
E. sales@pdmcontact.com
W. https://www.pdmcontact.com/

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