Phoenix Premier Acquisitions Attend Half-Day Leadership Event in London

Tuesday 14 October, 2014

Southampton-based event marketing firm Phoenix Premier Acquisitions travelled to London at the weekend to attend a half-day leadership event.

On Saturday 11th October, the Hilton Hotel in Tower Bridge, London played host to a leadership conference for entrepreneurs and new business owners in the direct sales and marketing sector. The event was attended by 40 industry professionals, including Phoenix Premier Acquisitions, an event-based sales and marketing agency from Southampton.

The event featured four guest speakers from across the UK who spoke on various topics including new market trends and leadership techniques. Phoenix Premier Acquisitions believed the conference provided valuable business insights which the firm will implement into their Business Development Program. The direct marketing specialists offer a program for young entrepreneurs to learn fundamental business skills such as leadership, campaign management, and sales techniques. The fast-paced business industry demands that entrepreneurs and business owners stay up to date with the ever-changing trends. Phoenix Premier Acquisitions finds attending events such as this highly beneficial for keeping up to date, as well as being valuable to their personal and business development.

The Hilton Hotel at London's Tower Bridge offers an outstanding view of one of the city's most iconic landmarks, as well as being located on the doorstep of London's most dynamic financial and shopping districts. The Hilton Hotel boasts 10 comfortable and fully functional meeting rooms, making the venue the perfect place for the leadership conference.

Following the half day leadership event was a networking opportunity. This enabled businesses to engage with fellow business owners from across the UK to discuss their business experiences, pass on contact details and offer advice to entrepreneurs new to the industry. Phoenix Premier Acquisitions found the networking event to be particularly useful, as it enables the firm to gain an insight into other markets around the country. The event marketing specialists are currently in the process of drawing up potential expansion plans for the future. Phoenix Premier Acquisitions find it extremely useful to discuss market trends with business owners as this information will help to determine where the firm will increase their market reach to.

Phoenix Premier Acquisitions is an outsourced sales and marketing firm in Southampton that specialises in event marketing. The firm develops event marketing campaigns on behalf of a range of clients to promote and sell their products or services. The firm delivers the campaigns directly to the clients' customers using face-to-face sales techniques. Phoenix Premier Acquisitions believe this direct approach to marketing to be the most effective, as it offers the personalised customer experience that consumers are currently demanding.

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