

Phoenix Premier Acquisitions Attend Half-Day Training in Birmingham

Wednesday 15 April, 2015

[Phoenix Premier Acquisitions](#) were invited to a client hosted training to learn more about their client's new fundraising and incentive schemes.

Southampton based event sales and marketing firm travelled to Birmingham on Thursday 9th April to attend a half-day training seminar, hosted by their client who is within the charity sector. The seminar was held at the Malmaison hotel in Birmingham city centre and the attendees were given information by four different speakers; each speaker gave an insight into how fundraising and regular donations can impact local and national charities. Incentives were also discussed for small UK businesses who contribute or support these non-profit organisations.

Charitable giving is extremely good for a business. Whilst the charity organisation greatly appreciates the donation, at the same time a business can promote their charitable activities to build good will in the community, enhance customer loyalty and heighten positive brand awareness, and even increase sales.

The Malmaison Hotel is one of the most conveniently located hotels in Birmingham, just 5 minutes from Birmingham New Street Station. The hotel is a converted Royal Mail sorting office, right in the heart of 'The Mailbox', an upmarket shopping and dining district in the city centre. The hotel is the perfect venue for meetings and seminars. The hotel's meeting rooms have the capacity to inspire, and the flexibility to cater for a wide variety of meetings and events. The meeting rooms have space for up to 120 delegates plus a 'breakout' area serving lunch and coffees.

Phoenix Premier Acquisitions is an event sales and marketing firm, and has contributed considerably to UK non-profits by acquiring over 10,000 long term donors in the last 12 months. This figure results in over £1.2million in support for charities. The firm work with their clients, including those in the charity sector using a face to face platform which is a far more personal approach compared to other methods of sales and marketing. This has allowed Phoenix Premier Acquisitions to become leaders in their industry by acquiring daily acquisitions, offering brand awareness and cost effective, guarantee results for their client.

Phoenix Premier Acquisitions often travel around the UK to attend training seminars and networking events. Only recently, in February, the firm travelled to London for a one day long leadership event, where [Managing Director, Luke Walker](#) was invited to deliver a key note speech.

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