Source Marketing Direct’s MD Hector Montalvo to Host Annual Fundraiser Workshop

Friday 10 April, 2015

Event marketing specialists Source Marketing Direct hosted a hotly anticipated workshop in Birmingham this week, to help industry professional's advance their skills and understanding of the needs of non-profit clients.

About Source Marketing Direct: http://sourcemarketingdirect.com/#about

On Thursday the 9th of April Managing Director of Source Marketing Direct, Hector Montalvo invited industry professionals from across the UK to attend an annual workshop at the Malmaison Hotel in Birmingham. The workshop was held in order to help professionals who work with non-profit and charitable organisations learn new approaches and skills to ensure they generate the best results possible for their clients. Developing and implementing effective campaigns for these clients is hugely important as the money raised goes on to fund vital projects and research which can help improve people's lives up and down the country. With so much at stake, Source Marketing Direct was keen to share their knowledge and experience of working with these clients and help others within the industry to develop their approaches.

Topics covered at the one day event included tips and advice on progressing fundraising programmes, growth and sales and how to maintain quality in each campaign. Source Marketing Direct also used the workshop as an opportunity to reveal a new incentive programme and Upgrades to existing development programmes that will help improve the firm's ability to develop and train those new to the industry and those looking to progress to leadership. After the workshop attendees were invited to attend an informal networking event where they could discuss the new approaches they learnt and share their experiences and ideas.

Only five minutes from the city's bustling New Street Station, Birmingham's Malmaison Hotel provided Source Marketing Direct with an impressive meeting space from which to host the one-day workshop. The hotel's stylish meeting and board rooms are fully equipped with state of the art business facilities, such as high speed wifi and outstanding audio visual equipment. The private access meeting rooms can cater for groups of up to 120, and offer a professional and welcoming setting for all important business events. The hotel also offers the use of its highly praised Chateau Lounge to all its business visitors. The Chateau Lounge is a relaxing space where guests can network and enjoy drinks and due to its location on the meetings and events floor provides the idea break out space for guests to re-energise and regroup.

Source Marketing Direct is a London based sales and event marketing firm that specialise in customer acquisition and retention. The firm work with clients from a wide range of industries from food products to non-profit and charities. Through face to face customer communication the firm help their clients to connect with their consumer base and helps them to personalise a service that meets the needs of each individual consumer. This innovative approach to marketing means the firm are able to generate a higher rate of brand loyalty of their clients, which leads to a greater ROI and a stronger presence on the market.

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