Strategic Five Marketing Attend Conference in London

Friday 14 February, 2014

Outsourced sales and marketing firm Strategic Five Marketing has announced their appearance at the upcoming business conference, hosted at the Grand Connaught Rooms in London on 23rd February.

Reading's leading outsourced sales and marketing firm, Strategic Five Marketing will be joining fellow entrepreneurs and business owners in London on Sunday 23rd February for a business conference. The business event is being hosted at the Grand Connaught Rooms and organisers are expecting over 300 people to attend. The Grand Connaught Rooms is London's premier event venue which has an exceptional central location on Great Queen Street in Convent Garden. The stunning venue boasts 37 unique conference, meeting and training rooms, suitable for any event. The venue includes the iconic Grand Room which accommodates up to 1000 people as well as the beautiful Drawing Room for a more intimate setting, holding up to 200 people.

The conference Strategic Five Marketing will be attending is aimed at providing advice for start-up businesses, people management and how strong leadership can impact a business.

Strategic Five Marketing was founded in early 2012 by Ben Lambert. The managing director has attended many conferences similar to the one he will be attending at the Grand Connaught Rooms, however he claims they are integral for anyone in business. Business events are extremely beneficial and pose as an excellent opportunity for learning new information. It gives businesses the chance to share their ideas, and get instant feedback from credible individuals. Other benefits include the opportunity to evaluate new technologies that can potentially help grow a business, learning new facts and statistics to better understand the industry as well as potentially locating new investors or clients. Ben Lambert at Strategic Five Marketing says, "In business you're always learning.. Our customers' needs and industry trends are always changing, so it's important to evolve with these changes. Conferences are a great way of learning new strategies of how to deal with them and to hear ideas from people who have been in the business far longer than I have."

Another huge advantage from attending business events is the opportunity to network with entrepreneurs and business owners in the same field. Networking is essential for business growth. Business relationships are equally as important as customer relationships, and ultimately are the catalyst for success. People do business with people they like and trust. Networking is the most effective way of building connections with like-minded people, and potentially people that can assist with problems in the future. Ben Lambert at Strategic Five Marketing hopes to use this opportunity to share his experience with fellow business owners, make new connections and learn new strategies from experienced entrepreneurs in his field.

Strategic Five Marketing is an outsourced sales and marketing firm located in Reading. The firm was founded in Birmingham, but expanded into the Berkshire region last summer after experiencing a high demand from their customers. The firm still has their office in the West Midlands. The firm specialises in direct marketing and offers services in brand awareness, brand development, customer acquisition and campaign management for clients within the telecommunications, energy and non-profit industries.

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