

Strategic Five Marketing Celebrates Liverpool's Exhibition Centre's International Status

Friday 5 December, 2014

Following the news that [Liverpool's](#) Exhibition Centre, which is due to open next September, has secured the EAIE annual conference as its first major international event, [Strategic Five Marketing](#) reviews the benefits this could bring to the city's economy.

The Exhibition Centre in Liverpool has secured the European Association for International Education (EAIE) annual conference and exhibition as its first major international event for when it opens its doors next September. The EAIE has confirmed it will hold its annual conference there from September 12-16. The event is the largest international higher education conference in Europe and is set to bring 5,500 delegates over 5 days with even more expected to attend an attached exhibition. It is expected that this will generate £9.4 million in economic benefit to the Liverpool region.

Strategic Five Marketing, a direct marketing firm with offices in Liverpool has really noticed Liverpool step up this year and has witnessed the area becoming a thriving hub of activity for both local and international business. In a report commissioned by ACC Liverpool and Liverpool Convention Bureau, more than 20,000 international delegates have visited the city since January 2014. It is estimated that these visitors have contributed £39 million to the economy from accommodation, retail and social events.

Strategic Five Marketing is an outsourced sales and direct marketing company that specialises in face-to-face methods of marketing. The firm relocated to Liverpool a few months ago and feel confident this was a good business decision as they are definitely reaping the benefits Liverpool has to offer. The firm believe the lively city is a great place to create buzz around a brand which is what they aim to do for their clients. By connecting with consumers on a one-to-one basis the firm aims to create long-lasting relationships with consumers, which leads to improved customer acquisition, brand awareness and brand loyalty for their clients' brands. The firm believe that driving sales to local businesses is very beneficial to the Liverpool area and the economy and are therefore very supportive of the Exhibition Centre Liverpool.

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