Thinking Forward Events Set Their Sights on the United States

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Travel is a big priority for any company that takes success seriously, and for direct marketing specialists Thinking Forward Events it is a key factor in the results that they have been achieving. Always looking for new opportunities, Managing Director Sophinna Asif has identified a conference and awards ceremony that is being held in the United States on the 28th June, and she is encouraging others to joins. She is currently running a competition amongst her office in order to find out who is the keenest to accompany her and she has found that this has really motivated them to go the extra mile in their day to day work.

Preparing for international travel is all about getting organised and setting objectives. If you are going to travel that far afield then the results simply have to be worth the expenditure and time away from the office. For that reason, Ms Asif is only taking employees who can prove that they really want the experience. She says, 'This conference is a very important occasion and I am very excited about the opportunities that it will bring. I am really interested to see who will win the competition to come along with me as it is really helping to focus everyone and let them show me what they can do. I am looking for people that are ambitious, goal-driven and hard-working to come with me as I want to ensure that I only take people that will really make the most of this golden opportunity.'

According to this report, 'direct spending on business travel by domestic and international travellers, including expenditures on meetings, events and incentive programs (ME&I), totalled $266.5 billion in 2013'. This is why it is so important to always make room for travel in your business budget. Attending conferences and events is a large part of any company's activity and networking further afield can generate some very impressive results.

Sophinna Asif's ambitious plans for Thinking Forward Events are helping her to gain a larger market share in the direct marketing world and it's no wonder that business is booming for them. Direct Marketing experts such as Thinking Forward Events are in high demand as the results speak for themselves. Ms Asif is looking forward to attending the event in June and forging new connections in order to help her take her business to the next level of success.

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Thinking Forward Events

T. 07885651756
E. london@thinkingforwardevents.co.uk
W. https://thinkingforwardevents.co.uk

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