Ventas Central MD Speaks at Business Leadership Event

Wednesday 17 June, 2015

Ventas Central MD Josh Peace speaks at the London Business Leadership Event and shares his tips on how to successfully interview a potential candidate.

About Ventas Central: http://www.ventascentral.com/about/

This year's one day London Business Leadership Event took place on 14th June with a host of guest speakers including the MD Josh Peace of Ventas Central, each taking on a topic to maximise a business' potential for success.The event offered delegates the opportunity to benefit from workshops aimed specifically at the topics covered throughout the day, allowing delegates to tailor their day to enhance knowledge and develop new skills in a particular area.

MD Josh Peace prepared an information packed speech for those looking to enhance their skills within the process of recruitment.With businesses now looking to expand due to the stabilisation of the economy, creating further opportunities for growth and expansion, it will be a topic that many will be looking to enhance skills within.As the market makes a switch towards the job seekers, businesses will have to promote a positive culture and ensure each candidate understands the business goals and their role within the organisation to ensure it captures the elite candidates to join their teams.

The event was hosted at the Lancaster London, a hotel that is not only ideal for corporate meetings and events due to its size and location, but it has the added distinction of having some truly beautiful spaces that are a perfect backdrop for special occasions.With natural daylight pouring in, the hotel is able to cater for meetings of just 8, or banquets and events of up to 3000.

Businesses that took advantage of the event understood the importance of the information being delivered and the success that businesses have achieved post attendance of previous meetings.Delegates benefited from expert advice, success stories and revitalised motivation from all those that attended.Delegates also took advantage of the scheduled breaks during the day, where valuable relationships were developed and mentors could be sourced.

Ventas Central is an outsourced sales and marketing firm based in London. The firm specialises in a personalised form of marketing whereby they connect with consumers on a face-to-face basis on behalf of their clients' brands. The firm creates tailored campaigns that are designed to accurately represent their clients' brands, products and services and then takes them directly to their target market. By connecting with consumers on a one-to-one basis the firm are able to create long-lasting and personal connections between brand and consumer. This leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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