Visionary Advertising's Managing Director Jets Off to Networking Conference in Poland

Thursday 1 May, 2014

Attending networking conferences is always good for business, but when it's a conference that is as highly regarded as the one which Visionary Advertising are set to attend, the opportunities that can be created are endless. Managing Director of Visionary Advertising Matthew Goodchild is delighted to have been asked to speak at a huge networking group conference that spans the UK, Ireland, Spain, Italy and Portugal. The meeting is due to be held in Poland during the weekend of the 26th April and Matthew Goodchild is very excited about his forthcoming speech and plans to make the most of the networking potential while he is there.

He says, 'I was very honoured to be asked to speak at the networking conference and am especially pleased given my topic is all about setting expectations with business partners. It will also cover communication strategies. These are two of my strengths and I feel confident that I will be able to speak knowledgeably on both subjects. I am spending a lot of time preparing in order that I will be able to speak fluently and answer any questions that the delegates may have. I am very much looking forward to attending this event and am excited about forging new relationships with key people within the direct marketing sector.'

Mr Goodchild is pleased that he has been asked to speak on the subject of setting expectations with business partners because it is something that he feels very passionately about. He understands that in order to get the most from your business partners you need to maintain an honest and open relationship with them. You should also ensure that these expectations are managed so that they always know what to expect from you. Of course this ties in nicely with the subject of communication strategies as the two are so intrinsically linked. Communication is essential within business and only those businesses which understand how to communicate with all parties go on to succeed. Visionary Advertising have always promoted good communication amongst their ISA's, customers and affiliates and Mr Goodchild is convinced that this level of communication has served him well.

Mr Goodchild is very excited about the prospect of addressing so many industry specialists at the upcoming networking conference and he plans to use the opportunity to make as many new leads as possible while he is there. Visionary Advertising continues to lead the field when it comes to direct marketing and they are ambitious about their future.

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