

Our aim for the Ideal Business Show 2007 was to meet face to face with relevant business people from all over the UK, specifically Welsh local companies, to convey our message of the investment complete, underway and proposed at the historic Angel Hotel now the Barceló Cardiff Angel Hotel.

As a sales person I was delighted with the high proportion of sales leads converting to actual business on the books. In the short term we confirmed several events for 2007 and 2008 estimated to be 50K in value, which originated directly from new relationships made at the event from both local and National organisations.

More importantly, from my point of view, the event allows an opening to follow up a lead that is removed from cold calling via telesales and brings like-minded people together saving my time in months of research.

David Le Masurier
Sales Manager
Barceló Cardiff Angel Hotel

Hotel Logo:



Company Logo:



www.barcelo-hotels.co.uk