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What makes conferences so important to businesses by Kate Wells

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Even though there have been massive leaps forward in video calling, Å¸ber fast broadband and mobile Internet you still can't take on face-to-face contact when searching for new ideas, recognition and job satisfaction. Furthermore face-to-face contact through conferences is a superb place to meet and make contacts that can lead to new business later on. It's not just individuals that benefit from conferences; the businesses that pay to put them on also profit.

Prices for conference centres across the country have been falling even as facilities have been getting better. Premium locales like conference centres London and meeting rooms in Birmingham are now much cheaper, and unlike previous conference centres located in out of town business centres to cut costs, centres now are right in the centre of the country's key business towns and cities.

Here are three reasons why conferences are so vital to companies.

Branding, awareness and marketing

A conference is a great way of putting your company out on the market, asserting its existence on the scene and helping to publicise your industry. It's also an ideal opportunity to sell your brand, distinguish your business from the competition and otherwise demonstrate to the world what you have to offer.

Conferences are excellent marketing tools as well. The business press tends to cover large and mid-sized or timely conferences and therefore you will receive lots of free media coverage.

Recruitment

Conferences are perfect places to recruit new employees. You can meet and assess a person up front thus bypassing a long recruitment process and you can also see how people work with others and contribute to the conference overall.

Graduate fairs are perfect places to recruit new staff. You can meet and greet graduates and undergraduates and get to know their abilities before offering them interviews.

Practical learning for your employees and potential employees

Rather than paying for pricey external training schemes, your employees and all the conference attendees (including possible future employees) can learn through engagement, conversing with others and taking part in lectures and seminars from more experienced speakers.

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