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TITLE: EXCITING NEW PARTNERSHIP FOR THE CONFERENCE, EVENT AND CORPORATE TRAVEL MARKET

In the International Women's Day Centenary Year, long term industry colleagues join forces to pursue Hotel & Venue Representation.

They say two heads are better than one and Signature Sales Support & Representation certainly feel that way! Founder Kathryn Clarke has partnered with industry colleague Jan Denning to launch the new venue representation service.

The new service is a hotel and venue representation service for venues wanting to increase their meeting, incentive, conference and event (MICE), occupancy and revenue through proactive sales activity, creating awareness and generating new business enquiries from event buyers.

Together Clarke and Denning deliver a strategic sales plan representing their growing client venue portfolio to corporate and agency buyers.

Clarke says, "We are excited about delivering this new service together, as our combined industry experience ensures our strategies are proven

and our individual qualities complement each other. Jan has a proven commercial background to assist the next stage in the business growth”.

Clarke continues, “In a changing climate where the hospitality industry struggles to retain and recruit experienced professionals and are ever looking to cost save, we offer an outsourced sales solution to deliver a comprehensive package of benefits”.

Denning enthuses “I’m really looking forward to dedicating my time and efforts to sales which is often a challenge when operationally involved in a venue. Our valued relationships with agency and corporate bookers is key to our success, introducing great venues, and keeping them up to date with news, offers, events and competitions. We are keen to build on an already extensive database and are always looking to make new connections”.

If you would like more information, please contact

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