

HUB Promotional Group Marketing Leaders attend INBOUND2018



HUB Promotional Group sales and marketing leaders Trina Bicknell, Senior VP Sales and Marketing, Lisa Fosdick, Director of Sales and Sharon Menssen, Director of Marketing (pictured L to R) attended the INBOUND2018 Marketing Conference September 4–7, 2018 at the Boston Convention Center. INBOUND is a community of people who are passionate about marketing, selling, and delighting customers. The annual event and year-round media platform inspires and educates hundreds of thousands of people whose core belief is that empathy and humanity are at the core of doing business.

The team attended to gain ideas and opportunities to better grow HUB's business. Digital marketing classes were held on social media, motivation and creating a frictionless environment for customers to

thrive.

“INBOUND was a great experience,” Trina Bicknell said. “It’s important to keep abreast of the ever changing sales and digital marketing environment. INBOUND provides those updates and also a chance to network with fellow sales and marketing leaders.”