

The Better Impressions People™
HUBpromotional
 group

HUB Promotional Group Marketing Leaders attend INBOUND2018

Boston, MA, September, 2018 – 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 took a few days out of their busy schedules to attend the INBOUND2018 Marketing Conference September 4 – 7th, 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. Keynote opener acclaimed author Deepak Chopra had a unique perspective for how businesses can incorporate creativity, innovation and social well being into the DNA of their organizations. Hollywood producer Shonda Rhimes and Charity: Water founder Scott Harrison also spoke.

“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.”

For more information search INBOUND2018 on Youtube.



Trina Bicknell, Lisa Fosdick and Sharon Menssen

About Hub Pen: Boston has been described as the “Hub of the Universe” and in the Hub Pen story the same holds true. From Frank and Rita Fleming’s humble beginnings in Boston in 1954 to the 100 million pen annual operations of today, Hub Pen has grown to serve an ever-increasing national and international market. Our customers have rated us “A+” on the SAGE rating system and 5 out of 5 stars on ESP. For more information on Hub Pen, visit our website at hubpen.com or call customer service at 800-388-2323.

About Beacon: Beacon is a multiple Star Supplier Winner with a great reputation for service. Our customers have rated us “A+” on SAGE and 5 out of 5 stars on ESP. Beacon offers a wide selection of products, such as: calendars, table covers, housewares, tools, techie, auto, highlighters and name badges. You will also find premium leather products in our Canyon Leather line and name brand products for executive gifts and incentives. For more information on Beacon, visit our website at beaconpromotions.com or call customer service at 800-628-9979.

About BEST: BEST was founded in 2007 with a passion for answering the phone with a live person, and saying YES! At its core are relationships built on trust and authenticity, strong work ethic, and having the heart of a champion. Being the second largest designer and supplier of “Coolies” in the United States, BEST prides itself in Championship Level Service and market leading product quality. Our customers have rated us “A+” on SAGE and 5 out of 5 stars on ESP. For more information on BEST, visit our website at bestusa.com or call customer service at 972-552-3636.

