

Armed and ready, Optimisa Research attend Barclays Corporate event

Optimisa Research recently attended and exhibited at the 'Future of Yorkshire' event held at the Royal Armouries in Leeds. Representing Optimisa Research were Kevin Crouch and Joe Yeadon.

The event was hosted by Barclays Corporate. The event comprised a trade fair and seminar. The trade fair was an opportunity for local Barclays' business customers to exhibit to both each other and many other attendees. The topic of the seminar was the future of the region in terms of business, which was followed by a panel debate led by Dr James Bellini.

Attending the trade fair were a number of businesses from a wide variety of industries including security, catering, marketing and business solutions.

The event was a great way of generating more local knowledge of Optimisa Research, as well as providing us with an insight into the future of the region, and how as a collective we can boost the local economy and build a successful business community in Leeds.