

Flooring company lays firm foundations for sales growth with Atom FM and HRD

From humble beginnings in 1984, Falcon Contract Flooring now works with major hotel chains, restaurants, retirement homes and hospitals across the UK.

Boasting more than 30 employees and over 100 installers, Falcon recently celebrated the opening of its second site in Bromsgrove and was incredibly proud to win the National Small Family Business of the Year 2019.



We spoke to Elliot Garbett, Finance and Key Accounts Director at Falcon Contract Flooring, about his experience of Atom Business Events.

“We have attended five Atom Business Events now across a couple of different venues so we are definitely loyal customers” said Elliot.

“We find the whole event so well organised; the locations are good; the service is always great, and we have benefited greatly from the events in the past.”

For Elliot, the format of Atom events works well, with guaranteed meetings as well as opportunities for less formal networking: “the knowledge that everyone is there for the same reason gives us as suppliers more of a chance to be heard.”

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Elliot has also been impressed with the calibre of attendees at both the Atom FM and HRD events, commenting “we have gained some great commercial clients from these events and it’s been a great way to get access to some really well known brands.”

In fact, Falcon can attribute over £150k of sales directly to Atom events.

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“Another great thing about these events is that it’s very straightforward to track the return on your investment” said Elliot.

“Often with exhibitions, it can be difficult to attribute results or measure their success. That’s not an issue with Atom Business Events.”

Falcon Contract Flooring is planning to attend the next Facilities Management event in early 2021 and the team is excited to be working on the launch of a new system to further improve their customer service.

“We are currently in the process of creating a CRM system to make the client’s experience with us completely transparent. This will be available by the end of the year.”

With thanks to Elliot Garbett and Falcon Contract Flooring. If you would like to be featured in an Atom case study then please contact us on enquiries@atombusinessevents.com.