



Myweek

Mark Wingfield, owner of MWSigma.com, tells us about his week doing sales promotion, self-defence and business consultancy.

Sunday: Fly to Geneva to pick up demonstration equipment of the portable hydraulic power pack I have developed for Caterpillar Rental from the firm's marketing HQ. After arrival at hotel, have a glamorous run around airport to keep up half-marathon training.

Monday: Arrive early and speak to a couple of CAT Rental colleagues, get security to release the demo equipment and help me load into my rented MPV and drive to Nuremberg in Germany for an exhibition. Arrive to negotiate stand position. Buy cleaning equipment at German car parts store on way back to hotel. Catch up on e-mails at the hotel. Have a relaxing sauna in the hotel and rest weary bones.

Tuesday: Spend all day, cleaning and respraying hydraulic hammer and power pack to make it show-ready. Deliver pack just before doors close. Go back to hotel and meet up with German colleagues. Invited into Nuremberg to eat.

Wednesday: Can't get on to the stand until 9am, so go for a run in the woods near the hotel. Stumble upon site of the Nuremberg Nazi rallies, run up the platform where Hitler would have stood and imagine the eerie spectacle that would have been before him. Spend time at the show and then drive off to Cologne. Give myself four hours to make the journey and get stuck in traffic for one-and-a-half hours after an accident. I can confirm that a Toyota Verso will do 203km per hour on a bend overtaking Porsches – uphill! Make the flight by the skin of my teeth and sit dripping, waiting for now-delayed flight back to Birmingham.

Thursday: Pick up Max Self Defence partner Mark Rotherham and drive to Mansfield to give a course to East Midlands Incubation Network. Very enjoyable and great feedback.

Friday: Go to Coventry and receive training on diamond core drill that will run very well with power pack. Back to Derby to meet website developer to progress some changes on our site. Early evening so that I can get back and see the family before karate in Repton.

Saturday: Take my youngest to ballet, supervise my eldest with her homework and then back home. After eldest returns from ballet, we all go to Nottingham – my wife and eldest see a show and the youngest and I do some shopping. Eat out at a disappointing American diner and then return home and flake out in front of TV with a welcome beer.