

Summit Events 2010 case study

Company name: HRi

Number of employees: 20

Your name and position: Carol Jackson, Consultant

Summits your company has attended: 2004, 2006-2009

- 1) What were your initial reservations about committing to a Summit event?
 - None HRi attend on a regular basis
- 2) What were your main reasons for deciding to attend?
 - Past Summit events have proved to be beneficial.

Please answer the following questions regarding the most recent event you attended: Human Resource Summit 2009

- 3) What was the Summit experience like? Please mark out of 5

	Poor				Excellent
Overall quality of delegates	1	2	3	4	<u>5</u>
Quality of meetings	1	2	3	4	<u>5</u>
Format of the event	1	2	3	4	<u>5</u>
Pre-event support	1	2	3	4	<u>5</u>
Event support	1	2	3	4	<u>5</u>
Post event support	1	2	3	4	<u>5</u>
Location & accommodation	1	2	<u>3</u>	4	5

- 4) How did you find the overall quality of the delegates you met?
 - The quality of delegates has always been good with the majority having a purpose to meet with us.
- 5) Were the delegates you met actively seeking to invest with new suppliers?
 - The majority were those that were, were happy for us to keep in regular contact.
- 6) Did you find the informal networking opportunities e.g. meal-times just as effective as the structured meetings?
 - Yes, very informal and the groups were well chosen.

7) What has been the initial outcome from the Human Resource Summit?

Total number of 'hot' leads gained	4
Number of follow up meetings post event	11
Total number of deals made to date	5
Number of delegates you are still in contact with	11

General questions regarding the Summits

8) If you have attended more than one Summit tell us about your past experiences. Are you still in contact/doing business with delegates you met 2-3 years ago?

- As a company we have done many events and have found them all to be beneficial in building 1-1 relationships that have been ongoing.

9) Describe the Summit atmosphere. Do you feel it was a positive environment for building long term relationship?

- The environment proved successful for us and has done at all events we have attended; it is formal but laid back enough for people to relax.

10) All Summit events are held abroad, what do you think the benefits of this are?

- Away from local business units ensure everyone gets more out of the meetings without disturbances.

11) How time effective do you feel the Summit was?

- Extremely effective to us as a company, we had pay back within 2 months.

12) For the financial investment do you feel that the Summit represents good value for money?

- Yes

13) What do you think the benefits of the Summit are compared to more traditional marketing ventures? E.g. exhibitions

- networking with dedicated time to sit and discuss benefits to both sides.

14) Are you planning to re-attend?

- Yes