

Summit Events 2010 case study

Company name: Employee Management Ltd

Number of employees: 10

Your name and position: Catherine Bennett, Business Development Manager

Summits your company has attended: 2002 – 2009 inclusive

- 1) What were your initial reservations about committing to a Summit event?
 - That we would not secure any valuable delegate meetings or any follow on meetings or that the delegates would not have a genuine interest for our services.
- 2) What were your main reasons for deciding to attend?
 - The quality of the delegates attending and their business requirements

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

- 4) How did you find the overall quality of the delegates you met?
 - Excellent
- 5) Were the delegates you met actively seeking to invest with new suppliers?
 - Yes

- 6) Did you find the informal networking opportunities e.g. meal-times just as effective as the structured meetings?
- We selected delegates for the meal-times who we just wanted to establish a relationship and who didn't specify a use for our business. To this end the meal-time meetings were not as effective and the delegates were reticent to discuss business matters. However, the bar, after the dinner, created a great atmosphere for relationship building.

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

Total number of 'hot' leads gained	11
Number of follow up meetings post event	8
Total number of deals made to date	3
Number of delegates you are still in contact with	13

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?
- Yes, we have recently won business from a delegate we met 3 years ago.
- 9) Describe the Summit atmosphere. Do you feel it was a positive environment for building long term relationship?
- Very relaxed and friendly. The delegates were open and straight during the meetings and also friendly and happy to chat during the social events.
- 10) All Summit events are held abroad, what do you think the benefits of this are?
- The destinations are attractive, as is the opportunity to stay on over the weekend and invite partners.
- 11) How time effective do you feel the Summit was?
- Excellent use of time and none was wasted, although the timing of the last meetings and the timing for the dinner left us only 20 minutes to get ready and catch up with phone calls, etc.
- 12) For the financial investment do you feel that the Summit represents good value for money?
- Yes, if it results in actual business. We have had a particularly good return for 2009 and have covered all our costs.

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

- The ability to meet people face to face makes it easier to establish relationships quickly. The information provided by Summit Events regarding all the delegates is extremely useful in helping us to target who we wish to meet. Also, most of the delegates had a real need to buy so less risky than investing in an exhibition where it is difficult to engage people and also difficult to identify the right people to target, thus avoiding time wasters.

14) Are you planning to re-attend?

- We have already booked for 2010