

Summit Events 2009 case study

Company name: The Salvation Army

Your name and position: Ian Hammond, HR Director

Summits attended: Human Resource Summit 2008 & 2009

1) What were your initial reservations about committing to a Summit event?

- I wondered if it would be hard sell with lots of pushing at the event and afterwards.

2) What were your main reasons for deciding to attend?

- I wanted to network and make business contacts.

Please answer 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 suppliers	1	2	3	4	5
Strategy Group Programme	1	2	3	4	5
Format of the event	1	2	3	4	5
Pre-event support	1	2	3	4	5
Event support	1	2	3	4	5
Post event support	1	2	3	4	5
Location & accommodation	1	2	3	4	5

4) How did you find the overall quality of the suppliers you met?

- I thought it was very good. Honest open people, who wanted to do business, but with no preference or sales speak, just open discussions.

5) Did you feel that there was enough variety in the solutions the suppliers offered?

- Yes not bad a bit more breadth may be nice; there is a lot of management consultancy but this maybe a bit picky.

6) Did we facilitate supplier meetings that matched your needs?

- Yes very good.

7) Were the suppliers prepared, and well versed about your organisation?

- The suppliers were well prepared which facilitated good discussion.

8) Did you feel that suppliers at the Summit had a 'hard sell' approach?

- No, far from it. The atmosphere seems to be relaxed and open a "lets see what we can do" type of approach, not at all hard sell.

9) How many suppliers might you do business with?

- Probably 2 or 3

10) Overall what did you think of the Strategy Group sessions you attended?

- Very good. I found them useful and thought provoking.

11) Did you feel that the Strategy Group Programme offered enough choice?

- Yes.

12) How useful has the Summit been in helping you meet your business requirements?

- Very good. I met some useful peers that I will keep in touch with and some suppliers we will ultimately work with.

General questions regarding the Summits

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

- This is my 2nd summit and a colleague attended one 2 years ago, each year so far we have developed relationships with 2 suppliers.

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

- The summit is well organised to allow networking in a professional but relaxed atmosphere, it is run well and achieves its aims.

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

- Time away, slightly relaxed environment. Warm sun is always a bonus.

16) Did you think that the Summit was a good use of your time, and justified 3 days out of the office?

- Definitely.

17) Comments

- I always keep the book with all the suppliers and delegates details, I then go back to it when I need suppliers. I work on the basis that if a supplier is prepared to attend such an event they are serious about doing business and so worth talking to.