

Summit Events 2010 case study

Company name: **Pti Worldwide**

Your name and position: **Royston Guest, CEO**

Summits your company has attended: **People Development Summit 2006-2008/2010**
Human Resource Summit 2006-2009

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

- Initial reservation was it was a lot of money. There are a couple of key things that build the business case for doing it. Firstly, it is driven by understanding your life time value of customer and therefore what you're prepared to pay in acquisition cost at the front end. Secondly, when you actually take into consideration the intangible cost of time, travel and just how much effort it would take to achieve 15 – 20 quality business appointments, through a more traditional route, then it becomes an ever stronger and more compelling business case.

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

- Quality of the attendees and the decision makers. The fact the Summit team has integrity and I trust them to deliver on what they promise...they do! The time factor and being able to focus and accelerate your sales pipeline in such a short space of time. It is also good for keeping in contact with pipeline and existing clients. Finally, it is always good for your general brand awareness.

Please answer the following questions regarding the most recent event you attended: People Development Summit 2010

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

	Poor				Excellent
Overall quality of delegates	1	2	3	4	5
Quality of meetings	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 delegates you met?

- Good. There is a challenge in the current climate as to how quickly they are looking to engage and spend generally, never mind with new prospect partners. However if you are taking the medium and long term view then it works.

We have a clear profile of clients we want to work with so not all fitted into our demographic and psychographic profile – however if we develop 6 quality relationships which turn into business then that is a result for us.

5) Were the delegates you met actively seeking to invest with new suppliers?

- I think most were open to looking for quality new partners who bought something new and different to the table. The driver for this is how good your compelling value proposition is and do they buy into you?

6) Did you find the informal networking opportunities e.g. meal-times just as effective as the structured meetings?

- I would say not as good – however only marginally. The challenge is that sometimes by the evening people are so ‘talked out’, it’s better to have a general conversation and build rapport, as opposed to talking specifically about their business and potential requirements. The flip side of this of course is sometimes this can work even better and you develop a stronger relationship from the start.

7) What has been the initial the outcome from the People Development Summit?

Total number of ‘hot’ leads gained..... On average we pick up 6 hot ones from each Summit.

Number of follow up meetings post event.....on average 8 – 12.....

Total number of deals made to date.....approximately 12 clients over 4 events.....

Number of delegates you are still in contact with.....30 from last 2 years of Summits.....

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?

- With some clients yes. Others we still have not done business with – however I believe it will happen at some time. Key contacts also move and they take us with them to new clients.

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

- Yes absolutely. It is focused but not a high pressure sales environment. Barcelona was a particularly good hotel as it is spacious and people do not feel on top of each other. This is important.

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

- You get totally out of work mode, switch off and tune into the Summit. I think this is a real plus.

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

- Hugely. Where else could you get 15 – 20 quality meetings squeezed into 2 days? Summit is unique and one step ahead of their competitors who profess to having a comparable offering.

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

- Depending on where your business is in its business journey, model and your life time value of client / profitability, yes it is.

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

- Quality, focused activity, more relaxed setting to meet people. Clients have also requested to meet with you and are more focused on what they are looking for. People are direct and tell you if you don't fit which saves wasting time.

14) Are you planning to re-attend?

- Yes we will be. Summit is a key part of our marketing mix