

Summit Events 2010 case study

Company name: **RSVP Design**

Your name and position: **Graham Cook, Managing Director**

Summits your company has attended: People Development Summit; **2006, 2007 & 2010**

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

- The cost – both total and cost per meeting. The risk was down to ensuring that delegates were well matched with both intent/need and fit to our offering.

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

- It seemed a good way to make direct introductions to senior people in substantial organisations, in a short time period.

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?

- Excellent – genuine interest and enthusiasm to meet new suppliers.

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?

- No, not in my opinion.

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

- We have received our first contract from this Summit and expect to recover the full costs of attending the event within 3 months from another two new customers.

Total number of 'hot' leads gained.....13.....

Number of follow up meetings post event.....5.....

Total number of deals made to date.....1.....

Number of delegates you are still in contact with.....20.....

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 are still doing business and recently made a proposal to a client we met three years ago. The relationships made at the Summit seem to last even where no short-term business opportunities appear.

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

- It is relaxed in terms of social interaction – very informal, however it is intense in terms of the short time that you have to meet one on one with delegates. You must plan ahead and research your delegates before attending as there is no time to prepare between sessions. Outside of the formal meetings the atmosphere is very friendly with little sense of a very strong or hard sales push all the time.

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

- Both suppliers and delegates are focused on the task at hand – learning about delegate needs and supplier offerings. Neither can afford to come unless they are serious about this.

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

- Very – 3 days full of short meetings tends to cover more than can be achieved in a phone call, yet less than the cost of travelling to individual customer locations. Based on this short meeting both sides can determine potential value in committing more time and money to further meetings.

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

- Yes – but a longer term view needs to be taken. A 2 year return on investment is probably about right but we have been lucky on 1 or 2 Summits to have had a profitable return within 6 months.

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

- More senior LD people don't often take time to visit exhibitions. Exhibitions usually compete with conferences. Meetings can't be planned as easily at exhibitions. Costs per lead can be more expensive than telemarketing or direct mail, so the supplier needs to be clear that they have something to offer the typical delegates. This is difficult to do in advance for suppliers but worthwhile if the fit is right.

14) Are you planning to re-attend?

- Yes – possibly every second year, so that delegates can rotate, and sufficient 'new' delegates attend.