

Summit Events 2010 case study

Company name: **Phones 4U**

Your name and position: **Eric Gresswell, Group Head of Learning and Development**

Summits attended: **People Development Summit 2010**

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

- It's a big investment in time, time that I couldn't afford to waste

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

- I needed to make sure that the event was a valuable use of my time, oddly the commitment of being away helps to focus on the event, if it was in the UK the temptation is always there to get caught in 'business as usual'. I had to attend the event because I feel if you get too caught in your personal "silo" then you won't learn of new innovations that may benefit your organisation, and its important to set aside reflection time for yourself, so this was an ideal opportunity

Please answer 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 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?

- Very good, high quality vendors in a market place that is full of mediocrity

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

It was pretty good; I would have liked to have seen more vendors regarding CSR, elearning and Venues for learning as well.

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

- Very well

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

- Yes

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

- Not at all, which pleased me

9) How many suppliers might you do business with?

- 2 or 3

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

- They were all very good and useful

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 well

General questions regarding the Summits

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

- Yes, it's intense but a really good atmosphere

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

- For me this was very beneficial as you need to get away from the everyday to really focus. I would have liked a little more time to see Barcelona

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

- Yes

16) Comments

- Overall a very positive experience, one which I will definitely repeat in the future