

Summit Events 2010 case study

Company name: **Talent Dynamics**

Your name and position: **Michelle Clarke, Director**

Summits your company has attended: **People Development Summit 2010**

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

- Talent Dynamics is a brand new product that is still technically in its pre-launch stage. In the current economic climate and with a brand new product, it was a big risk to invest and attend the Summit. I wasn't sure if the time was right when I booked.

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

- Feedback from previous suppliers and delegates about the value they got from attending.

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?

- The majority of the delegates I met with were interested to meet with me, had some great questions and wanted to know much more about Talent Dynamics and how it can benefit their organisations. It was clear that some of them were less interested but I still enjoyed meeting with them.

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

- I would say the majority of delegates I met had asked to meet with me because we were a new supplier and we have a brand new product. There was a lot of curiosity.

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

- Dinners and lunches were fabulous. I had a particularly effective meeting with another supplier over a coffee break.

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

Total number of 'hot' leads gained..... 2.....

Number of follow up meetings post event.....6.....

Total number of deals made to date.....0 - as of 2 months post event.....

Number of delegates you are still in contact with....4.....

General questions regarding the Summits

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

- Relaxed, informal. Extremely well organised. It was a great balance between meetings that were structured and good chat and discussion over dinner and lunch. People were interested to meet and get to know each others business. I found many of the suppliers particularly supportive and helpful towards me as a new comer!

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

- Once the delegates are out of the country, they are very much focused on being at the Summit and using the event effectively for themselves, not being so tempted to take or make calls, answering emails etc. It's a great idea to hold it outside of the UK.

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

- Excellent investment of time. In the space of 2 days I met with decision makers from 15 large organisations. I don't know how else I could facilitate this in this time.

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

- Excellent value for money

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

- I haven't tried the other routes

13) Are you planning to re-attend?

- Absolutely.