

## Summit Events 2009 case study

Company name: Jibboo Ltd

Number of employees: 2 + 20 associates

Your name and position: Pauline Bennett (Director)

Summits your company has attended: 2008

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

- That the event might be formal with 'small talk' and contrived one to one meetings.

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

- Reassurance that the event would be less formal than imagined, relaxed and you meet the people who want to meet you too.

**Please answer the following questions regarding the most recent event you attended: People Development Summit 2008, Budapest.**

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

	Poor				Excellent
Overall quality of delegates	1	2	3	<b>4</b>	5
Quality of meetings	1	2	3	<b>4</b>	5
Format of the event	1	2	3	4	<b>5</b>
Pre-event support	1	2	3	<b>4</b>	5
Event support	1	2	3	4	<b>5</b>
Post event support	1	2	3	4	<b>5</b>
Location & accommodation	1	2	3	4	<b>5</b>

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

- Really good, I was pleased with almost all the delegate meetings that I had, there was only a couple where I was not convinced about the buying intent of the delegate.

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

- On the whole, yes, some were 'shopping for ideas' and not suppliers, at least they were honest enough to say so.

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

- Actually, I used these just to network and meet new people. I didn't discuss Jibboo unless I was asked a direct question. This suited me fine.

7) What was the outcome from the People Development Summit 2009?

Total number of 'hot' leads gained.....4.....

Number of follow up meetings post event.....3.....

Total number of deals made to date.....2.....

Number of delegates you are still in contact with.....2.....

### **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?

- We are still in contact and have just agreed to another piece of work on another part of their business.

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

- Yes, definitely this was the best thing, no pushiness at all.

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

- You have the attention of the delegates (in theory), change of scene, change of mindset, it adds to the pleasantness of the overall experience. It has 'memorableness' to it.

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

- I would have liked to have started the meetings on day one to be honest, personal preference. I like to get on and do and I was anxious until we actually started the meetings and then it was a breeze. The answer then is yes.

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

- Yes, very much so.

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

- You do what you promise and more in terms of support and a positive approach. I feel like I am part of 'Summit', with some brand loyalty and that is because I like your approach to building relationships with us the suppliers. I never felt that you were doing us a favour, nor a hard sell approach.

14) Are you planning to re-attend?

- Oh yes, 2010! The flights are booked, ding dong!!