

## Summit Events 2010 case study

Company name: **Age Concern Enterprises Ltd**

Your name and position: **Mark Wells, Head of Training & Support**

Summits attended: People Development Summit 2007-2010  
Human Resource Summit 2009

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

- Time, three days at the Summit Event equates to nearly 2% of my working year. Like everyone else I work at pace, under pressure and could envisage three days of work to catch up. When you look at time out at events like this in terms of percentage of your working year it sharpens the mind along with the resolve to make it count: consequently I only attend one event like this per year.

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

- Looking at the quality of the delegates, the suppliers and having been on Summit Events before, I saw the time out as an investment not a cost. I have a clear shopping list, linked to my strategic five year plan and a confidence I will find suppliers to meet my needs, strategy sessions to show me new ways to solve old problems and most of all a room full of people facing the same challenges as me.

**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	6

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

- More than 80 % of the suppliers are people I could do business with; more than 50% are people I would like to do business with. Barcelona was my fourth event and I have always found suppliers who have become integral part of our extended team. I trust Summit's judgement not to 'make up the numbers' with suppliers of questionable quality like some other 'prestige' event outfits.

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

- The suppliers at the event spanned a wide spectrum of product and approach that was more than enough for me to choose from.

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

- It was a smart improvement for a Summit representative to chat over each proposed supplier visit before the event, this was a real step forward and took away some of the 'Russian Roulette' approach you get with other events.

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

- All of the suppliers were prepared and passionate about their offering. They had done their homework, the majority had dug deeper than just my biog and shopping list and taken the time try and match their product with my needs.

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

- They were enthusiastic and committed but I never felt pressured, just compelled by some of their propositions

**9) How many suppliers might you do business with?**

- I have already done business with two suppliers and may commit to a third next year. Each supplier I have done business with will contribute to the delivery of a cost neutral budget.

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

- I thought each of the sessions were excellent, in particular the Summit Solutions session. I can't think of any other forum that puts so many talented L&D professionals

together and gives them the time, forum and direction to share the big issues of the moment and provide ready made solutions you can drop into your own strategy, brilliant! Well done Summit.

**11) Did you feel that the Strategy Group Programme offered enough choice?**

- The Strategy Group Programme I attended in Barcelona was well balanced in terms of tone, variety & output. The sessions all give you something to take away for free. The man from Google was inspirational.

**12) How useful has the Summit been in helping you meet your business requirements?**

- Summit is now a key event in my diary to fill the gaps in my strategy. Like everything else the benefit you get is directly proportional to the preparation and thought you put in. Luckily Summit helps you shape and form your thinking and occasionally surprises you (in a positive way).

### **General questions regarding the Summits**

**13) If you have attended more than one Summit tell us about your past experiences. Are you still in contact/doing business with suppliers you met 2-3 years ago?**

- I have built fantastic relationships with a number of suppliers; some of the people have gone from being 'suppliers' to being part of the team.

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

- Professional, safe and well managed. People know the logistics and the hassle is taken care of so they can relax and think about making contacts and friends that last and provide long term, mutual benefit.

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

- Sunnier, other than it snowed when we went to Barcelona. Foreign destinations help the Summit Event feel special and different, you're not locked on a boat with no escape. You have time to stretch your legs, see something different and special and reflect on new opportunities for your business.

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

- Challenge Summit Events to make it an investment, not a cost. They have always delivered for me.

**17) Comments**

- I wish I'd have been able to give myself some advice before I attended my first Summit Event: do your homework and have a clear idea of what you want, what's on your shopping list and why. The suppliers like to be challenged (in my experience). I only attend one event a year and that's a Summit Event. It's a decision made based on six years of trust built on quality, return and professionalism.