

Summit Events 2009 case study

Company name: SSP UK Ltd

Your name and position: Lee Sheldon, Head of Learning & Development

Summits attended: 3 (2009, 2008 and 2007)

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

- Taking the time out of work!

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

- To meet colleagues from other professions to share best practice; to enjoy the Strategy Group sessions and to meet some new potential Suppliers

Please answer following questions regarding the most recent event you attended: People Development Summit 2009

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?

- Good although I would have liked to have seen more 'new faces'! It was still very useful to catch up with suppliers and to hear what their latest developments are

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

- No but only in relation to the point above. If I had been attending for the first time I would probably have been very happy with the supplier list

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

- Yes

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

- Yes - they had read and digested the information provided by delegates. I don't think many went further and looked at websites etc for more information

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

- No - I found all of them very sociable and keen to build relationships that might bear fruit in the future rather than trying to get a 'quick sale' now

9) How many suppliers might you do business with?

- 2 - I've continued to do business with the Dove Nest Group and Training For Advancement

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

- Very, if not always immediately. The relationships with suppliers (like Pti Worldwide) is relaxed and I have met and sometimes used suppliers I've met at the Summit a year or two later for different business needs

General questions regarding the Summits

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

- Absolutely! The event is incredibly well run, it leaves you to relax, have some time to reflect and meet new and interesting people, whether they are suppliers or other delegates

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

- The fact that you are away from the office and can remain focused on the event. Great locations that we may not have had chance to experience before. Ultimately it adds to the overall experience and excitement of the event

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

- Yes! Both in terms of some time to reflect and gather my thoughts as well as the potential suppliers you meet

14) Comments

- A great event that I would recommend to anyone in our profession! Far less hectic and pressurised than other events of this type; the Summit Events team ensure the event runs like clockwork and that the needs of delegates and suppliers are met