

Summit Events 2009 case study

Company name: YO! Sushi

Your name and position: Suresh Banarse, Head of People

Summits attended: 2009 Barcelona

- 1) What were your initial reservations about committing to a Summit event?
 - Not knowing people, worried it may be a hard sell and worried it may be tedious
- 2) What were your main reasons for deciding to attend?
 - Delegate list, location

Please answer following questions regarding the most recent event you attended: Human Resource 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?
 - Really good – great to meet a variety of suppliers who were used to pitching at the right level and have open and frank discussions about business needs
- 5) Did you feel that there was enough variety in the solutions the suppliers offered?
 - Certainly – you already have an understanding of the offerings that are available. The suppliers were up to date with legislation and future trends/changes in practice which means I have to do less thinking but still get some innovative options

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

- Absolutely – good opportunity to choose these people beforehand and I think every supplier I met was useful

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?

- It varied – predominantly no, one or two were quite forceful but they are there to get business

9) How many suppliers might you do business with?

- 4

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

- Really enjoyed Royston Guest's (Pti Worldwide) session – got me thinking a lot. Sometimes we get tunnel vision even in HR

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?

- Great – got exactly what I was after

General questions regarding the Summits

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

- Extremely – made a lot of new contacts

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

- There is a definite attraction in visiting new European cities, and getting the opportunity to visit some of the attractions. There is also the commitment factor – to attend, and once you have, then despite laptops and blackberries, you do have the benefit to focus a bit more on the conference. The likelihood of being called back to the office is reduced

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

- Thanks – look forward to attending another one at some point