

marcus evans Summits Success Story



Luc Colpaert
New Business Development
DSN

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7 marcus
evans
Summits
in a row

“We have attended seven Summits in a row and have converted five large clients so far. The contracts range in size from EUR 400,000 to EUR 1.5 million annually,” said Luc Colpaert, New Business Development, DSN, a sponsor company at **marcus evans EuroPack Summits**.

What business opportunities have the Summits brought to your organisation?

From our one-on-one meetings at each event, we get at least two good leads. These leads become a sales process, and eventually one becomes a client. We have converted five large companies into our clients.

What was the value of these deals?

The contracts range in size from EUR 400,000 to EUR 1.5 million annually. These clients have contracted us to provide them with our services, and some of them work with us exclusively.

Could you have met these companies were it not for the Summits?

Perhaps we could have, but not necessarily the right person in their organisation. The Summit is focused on packaging and brings delegates who are responsible for procurement in that sector. The Summit helps me find the right decision maker quicker than I could have just by telephoning around. In this way, the Summit significantly speeds up our sales cycle.

How efficient do you find the one-to-one meeting format?

It is an excellent format. It is the only format that really works. I feel that delegates are more open to me during these one-to-one meetings than for instance in an arranged meeting at their own office. Sometimes I notice that they talk more freely and are more willing to share information. This format really works for us.

How do the Summit compare with other industry events?

The **marcus evans** Summits are extremely well organised and structured compared to other events. And that helps me focus on what is important.

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