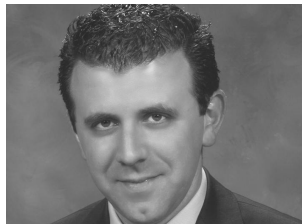


marcus evans Summits Success Story



Flavio Marchi
Global Marketing Director
The Valspar Corporation

marcus
evans
gives us
access
to key
innovation
decision-
makers

"There is tremendous value in connecting with key decision-makers and innovation decision-makers within large brands, and understanding what packaging technologies and materials they are looking for. At the **marcus evans** Summits we get the opportunity to network with the customers of our customers, the brand owners such as Pepsi, Nestle, ConAgra Foods, and so on," says Flavio Marchi, Global Marketing Director, The Valspar Corporation, a sponsor company at **marcus evans AmericaPack Summits** and **EuroPack Summits**.

Mr Marchi, you have personally attended two of the four packaging events The Valspar Corporation has sponsored. What is your opinion of the one-on-one meeting format?

The one-on-one meetings are very interesting because we bring executives who are not involved in our projects up to speed, then see value immediately as they want to get involved. We exchange lots of ideas and information at these meetings.

As you build your relationships with these contacts, are you likely to close business with any companies?

Closing business in the metal packaging industry is a longer-term relationship development that happens daily over the course of several months and sometimes years. The event helps us connect with other stakeholders within our customers and brands-owners who can also influence in closing business down the road.

Could you have met these companies by yourself?

The audience at a **marcus evans** Summit is very different from the audience we typically talk to. We do not have the ability to meet those executives in other circumstances, so this is a unique opportunity for us.

For networking purposes, how do the marcus evans Summits compare with other industry events?

We save lots of time. For example, the speakers do a very good job covering their areas of expertise, giving us a much deeper understanding of what solutions they are looking for. It would normally take us three to six months to identify what they are thinking, as opposed to a Summit where we know right away. The Summit speeds that relationship build up.

To access more **marcus evans** Success Stories, please visit the website:
www.summitcasestudies.com

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