

## ***Summits Provide Insight and Access to Drive Sales Results***

Create the opportunity to optimize your position in the marketplace by bringing together your top advocates with your top prospects for a peer to peer dialog about how your products and services best address their needs.

### **Prioritize Summit Goals**

- Align internal team on key priorities/business needs
- Focus Summit topic around a priority issue, solution, or segment essential to your success and theirs

### **Determine Summit Speakers**

- Engage a Keynote Speaker (respected industry expert to draw attendance)
- Identify a Case Study presenter to share success story (parameters provided)

### **Identify Target Audience**

- Establish attendee profile criteria (level; experience; current customers/prospects)
- Determine appropriate % of customers vs. prospects

### **Invitation Process**

- Develop/design/print invitation mailer (incorporate compelling message)
- Assign resource to conduct telephone and email follow-up
- Monitor registration site/attendee response to key questions

### **Summit Planning/Preparation & Facilitation**

- Formulate Agenda
- Prepare presenters – work with Keynote/Case Study speakers
- Create onsite materials guidance – handouts w/agenda, speaker bios, etc.
- Facilitate Coaching and direction
- Gather Post-meeting Surveys/Feedback

### **Overall Program Management**

- Manage Timelines
- Organize Communications (pre- and post-Summit)