

# marcus evans Summits Success Story



**Roberto Santos**  
**EMEA Regional Marketing Director**  
**Klöckner Pentaplast**

We have  
25 leads  
in the  
pipeline  
from  
marcus  
evans  
Summits

"We have 25 leads in the pipeline right now and expect to convert at least ten percent. Each opportunity has the potential to be significant," said Roberto Santos, EMEA Regional Marketing Director, Klöckner Pentaplast, a sponsor company at the **marcus evans EuroPack Summit** and **AsiaPack Summit**.

The company has attended three **marcus evans** Summits so far, with Santos personally taking part in one.

**What business opportunities have the marcus evans Summits brought to your organisation?**  
The Summits enabled us to establish contacts with key decision-makers and potential customers in a very short amount of time. If you identify executives on your own and call to set up meetings, the success rate is lower. At the Summit, they are all there physically, so all the contacting time is reduced to nothing.

**What was the outcome of your one-to-one meetings?**  
The one-to-one meetings were very useful and we are in the process of following up on the contacts.

We have 25 in the pipeline right now and expect to convert at least ten percent. Each opportunity has the potential for a significant amount of money.

**If you had not attended the Summit, could you have met these potential clients anyway?**  
Not really. I could have met some of them, but not so many in such a short amount of time. Some companies are difficult to reach on your own.

**Did the Summits speed up your sales cycle?**  
Yes. Our sales cycle is normally one and a half to two years, but by going to the Summit we can skip at least three months.

**What do you think of the one-to-one meeting format?**  
It is very efficient because we meet different executives in a short amount of time.

**How do marcus evans Summits differ from other industry events?**  
The quality and seniority of the delegates is very high. That is the main difference from other events. It was also very organised – the one-to-one meetings and agenda were all set up before the Summit, which was very useful.

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