

CON-EXPO ConAgg Seminar Responses

Helen:

I wanted to thank you for last week's Las Vegas Seminar and meeting content. As a new Marketing Manager with a long sales background, this meeting could not have come at a better time.

Next year's Con-Expo is only 10 months away and the meeting gave me many great ideas on how to prepare. I appreciate that you addressed all aspects of a trade show starting with the preparation and ending with after show follow up.

While I found all of the main sessions and breakouts very informative, I wanted to comment on one in particular. The session titled "Leads to Sales: Measuring ROI". During my career in sales, I have never seen Richard Erschik's approach taken as a follow up to a trade show.

I simply inherited the bundles of contact slips from past shows that no one followed up on (no ROI there.)

Richard's suggestion and demonstrated process of lead follow-up struck me as a great idea and will be my method for the Con-Expo 2011 follow up.

I am excited for the prospect of being able to show my company the return on their investment, (something I'm not sure they have seen before.)

Thank you again for the effort that you and your team put into last week's meeting. Please except this email as an example of "Positive ROI" for your event. I will be watching for future opportunities to learn from the industry experts like Mr. Erschik.

Sincerely

John Hunt - Field Marketing Manager, Off-The-Road Tires - The Goodyear Tire & Rubber Co.

Helen,

I wanted to give you some additional feedback about the AEM Exhibitor Education Meeting. This is my third one I've attended and I have to say the best one so far.

Richard Erschik's presentation really impressed me. His ideas and demonstration about how to better follow up with leads was eye-opening, specific, results-oriented and actionable. I appreciate a speaker who supplies solid ideas backed up by real world examples and experience.

Alan George
Marketing Communications Manager
Columbia Steel Casting Co., Inc.