

marcus evans Summits Success Story



Seth Tyler
Chief Operating Officer
Evolve Partners LLC

We are
doing
business
with two
companies
we met
at the
Summit

"The Summit was definitely worth our time. We have signed contracts with two companies as a direct outcome of the Summit. They are significant agreements with the potential to be long-term client relationships," said Seth Tyler, Chief Operating Officer, Evolve Partners LLC, a solution provider at the recent **marcus evans Petrochemical & Refining Summit**.

What business opportunities did the Summit bring to your organization?

We met several companies that we had been targeting, and were able to develop a business relationship with them after the Summit. The Summit gave us access to decision-makers, and a platform to present our capabilities.

These are big companies, so you do not always have visibility of the decision-makers when looking in from the outside. The Summit can give you access to people that you might not have otherwise identified or targeted. If you are trying to build a relationship with a company for the first time, it can be difficult to establish relationships. We found the Summit to be complementary to other channels we had tried before.

Have you signed any contracts?

Yes, two contracts. We are also following up with a few other relationships and contacts we made - there is a timing for these things and they may need our services in the future.

We extended our relationship with **marcus evans** because we see the Summits as a useful channel for business development that complements our other efforts.

Were these companies already on your radar? Had you reached out to them?

We had been targeting these companies, so it is possible that we might have met people from these companies anyway, but I do not think we would have gotten the opportunities that we did. At the Summit, we met the right people at the right time. Without the Summit, we may or may not have met those people and it would have taken us a lot more time.

The Summit is a good place to meet potential clients. Having pre-arranged meetings where everybody knows they are there to do business with one another, and where potential customers have chosen to meet you, is an effective format. It is a very straight-forward, business-to-business type of environment. We were able to gain useful market insight from our interactions, even where they did not lead to direct opportunities.

How effective did you find the one-on-one meeting format?

Thirty minutes is more than enough time to understand what a potential customer is trying to achieve, present your capabilities and identify a mutual interest.

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