

11TH JUNE 2015

James Finnigan
Vinco

Dear James

I would like to take this opportunity to provide you with a reference for the work you have done for NCC Group. You and your team have surpassed all of my expectations for the projects you have taken on. We have done two bespoke events now both have been executive dinners for specific sectors. For both events I was extremely impressed with the way your team took the brief I provided for the target list and found some of the most influential people within the specific industries. We ended up with some fantastic people around the table, and even if we don't get immediate sales return from these people it was invaluable listening to their points of view on the topics we presented.

For both events the conversion on registered attendees to actual attendees was nearly 100%, I have no idea how you do it but this is the reason we are now committed to another four bespoke events with Vinco.

The first was an event for the automotive industry, this event itself was a huge challenge for what we wanted to achieve. However you took on the challenge without any quarrel and delivered a fantastic event that in turn provided us a great return to date and further opportunity to come. We secured a lucrative partnership with an agency that has opened doors with many of the largest car manufacturers in the world. So far this event has earned us three sales enquiries.

The second event was for the marine industry and although sales opportunity will be lower, this is to do with the market being slower not to do with the attendees. We still developed some great relationships, one in particular with a membership organisation that will provide access to a lot more people in the industry and open further doors so I expect to see another high return in years to come.

Overall the whole Vinco team has earned my trust, I know when they are on a project that they will deliver to the highest quality no questions asked and I look forward to doing further business with you in future.

Yours Sincerely

Kate Clarke
Marketing Manager
NCC group