



Eclipse Summit Europe 2008

Bjorn Freeman-Benson
December 2, 2008

Amazingly Successful



- More attendees than ever before (419 > 410 > 319)
 - More kudos on the program than ever before (personal to Bjorn)
 - More sponsors than ever before (38 > 31 > 21)
 - More operationally successful than ever (well, that's subjective, but our operations infrastructure investment is paying off)
 - More profit than ever before (~2xbudget, >\$75k)
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- Congratulations to Ralph for the program and sponsors, and to Anne and Meeting Strategies Worldwide for operations



Returning to Ludwigsburg in 2009



- While our registration trends show us out-growing Ludwigsburg, the economic uncertainty leads us to minimize financial risk for 2009.
- Ludwigsburg is a very inexpensive location, both on a cost-basis and on operational-knowledge basis.
- Sponsors feedback to location proposal 'Toulouse' was negative
- Thus...

