AGENT
KICK-OFF MEETING 2011

-REPORT-

April 12-13, 2011
PRACTICAL INFORMATION

Agent`s Kick-Off Meeting took place at the following location:

Hotel Purkmistr****Pilsen
Pivovarský dvůr Plzeň
Selská náves 21/2
326 00 Plzeň – Černice
Tel.: + 420 377 994 311
E-mail: recepce@purkmistr.cz

AGENDA

Tuesday - April 12

9:15 - 9:40 Welcome
   *ESI corporate strategy*
9:40 - 10:05 Current status of cooperation
10:05 - 10:55 Agent presentations
   *TEN, Slovakia*
   *CRASH, Poland*
10:55 - 11:15 Coffee break
11:15 - 12:30 Agent presentations
   *TC Livarstvo, Slovenia*
   *CSOFT, Russia*
   *CIM-MES, Poland*
12:30 - 14:00 Lunch
14:00 - 15:15 Agent presentations
   *SpaceCAD, Bulgary*
   *DELCAM-URAL, Russia*
15:15 - 15:35 Coffee break
15:35 - 16:05 Brewery – guided tour
16:05 - 17:25 Open discussion
17:25 - 17:30 Closing of the 1st day
17:30 - 19:00 Time for you…
19:00 Dinner

Wednesday – April 13

9:00 - 10:30 Main business opportunities
10:30 - 10:50 Coffee break
10:50 - 12:15 Commission rules setting I
12:15 - 13:45 Lunch
13:45 - 15:00 Commission rules setting II
15:00 - 15:20  Coffee break
15:20 - 17:20  Open discussion
17:20 - 17:30  Closing of the 2nd day
17:30 - 19:00  Time for you…
19:00  Dinner
20:30  Bowling (optional)
Email Invitation

On the March 10, 2011 the official email invitation in English language and in PDF format was sent to 15 partners who had been already informed by Stanislav Vondracek (East Europe Sales Manager) about the upcoming meeting before and at the same time they had also indirectly confirmed their participation in the meeting. No invitations were printed out.
## PARTICIPANTS

<table>
<thead>
<tr>
<th>ROEE partners</th>
<th>15</th>
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<tbody>
<tr>
<td>ESI participants</td>
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### External Participants

<table>
<thead>
<tr>
<th>Surname</th>
<th>Name</th>
<th>Company</th>
<th>Country</th>
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<tbody>
<tr>
<td>Vlasov</td>
<td>Vladimir</td>
<td>DELCAM-URAL</td>
<td>Russia</td>
</tr>
<tr>
<td>Erofeev</td>
<td>Mikhail</td>
<td>DELCAM-URAL</td>
<td>Russia</td>
</tr>
<tr>
<td>Mal'tsev</td>
<td>Dmitry</td>
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<tr>
<td>Zhurachovsky</td>
<td>Vladimir</td>
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<td>Russia</td>
</tr>
<tr>
<td>Monastirsky</td>
<td>Alexey</td>
<td>CSPORT</td>
<td>Russia</td>
</tr>
<tr>
<td>Grabowiecki</td>
<td>Krzysztof</td>
<td>CIM-MES</td>
<td>Poland</td>
</tr>
<tr>
<td>Krasucki</td>
<td>Janusz</td>
<td>CIM-MES</td>
<td>Poland</td>
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<tr>
<td>Majewski</td>
<td>Michal</td>
<td>CIM-MES</td>
<td>Poland</td>
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<tr>
<td>Lisiecki</td>
<td>Marcin</td>
<td>CRASh</td>
<td>Poland</td>
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<tr>
<td>Matusiak</td>
<td>Krzysztof</td>
<td>CRASh</td>
<td>Poland</td>
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<tr>
<td>Mrvar</td>
<td>Primoz</td>
<td>TC Livarstvo</td>
<td>Slovenia</td>
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<tr>
<td>Petric</td>
<td>Mitja</td>
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<tr>
<td>Stefanov</td>
<td>Stefan</td>
<td>SpaceCAD</td>
<td>Bulgaria</td>
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<tr>
<td>Elesztos</td>
<td>Pavel</td>
<td>TEN</td>
<td>Slovakia</td>
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<td>Szamaranszky</td>
<td>Zoltan</td>
<td>TEN</td>
<td>Slovakia</td>
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### ESI Participants

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<tr>
<th>Surname</th>
<th>Name</th>
<th>Surname</th>
<th>Name</th>
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<tbody>
<tr>
<td>Bártová</td>
<td>Tereza</td>
<td>Slováček</td>
<td>Marek</td>
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<tr>
<td>Kovář</td>
<td>Luděk</td>
<td>Straková</td>
<td>Anna</td>
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<td>Luňáček</td>
<td>Karel</td>
<td>Štých</td>
<td>Jan</td>
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<tr>
<td>Petrmichl</td>
<td>Rudolf</td>
<td>Vondráček</td>
<td>Stanislav</td>
</tr>
<tr>
<td>Petříková</td>
<td>Andrea</td>
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COMMON EVENING

Tuesday – April 12

Since the meeting was held in the premises of the local brewery, all attendees were invited to join a short tour around its cellars. They were accompanied by an English speaking brewer who told them more about the history of the brewery. Then he familiarized them with the beer production process and showed them different kinds of beer that they produce. In the end they were offered to taste certain kinds of beer.

Wednesday – April 13

After 2-days meeting our partners could appreciate slightly different way of entertainment. Therefore they had a possibility to play bowling whose alleys are situated directly in the premises of Pivovarsky dvur Plzen.
FEEDBACK

All partners who attended Agent’s Kick-Off Meeting 2011 provided us feedback on the event through our evaluation survey. However, some of them did not respond to all of our questions.

Overall Impression

93% of participants considered Agent’s Kick-Off Meeting 2011 as good or very good, 7% of them as average. Nobody wrote that it was poor.
Meeting Organization

Regarding the meeting organization all participants found it good or very good generally.

First of all attendees were asked to evaluate information about the upcoming event that had been available to them before the meeting started concerning e.g. location, date, preliminary agenda and transportation. 73% of them answered that the amount and quality of information were very good. The rest of them agreed on “just” good.

All participants were satisfied with the location and access to it. Even 93% of them wrote that this part of the organization was very good.

What concerns the food all participants were satisfied again. Most of them, i.e. 87% considered it as very good.

Regarding the premises that were chosen for this meeting the evaluation from all attendees was again very positive. 79% of them found it very good.

Accommodation represented the last item in this section of the evaluation form. Since all partners came from abroad, they had to stay in the hotel at least over one night. Nevertheless, most of them spent 2 or 3 nights in the hotel. In general they were satisfied again – finding it good (20%) or very good (80%)
Generally 15 attendees provided feedback.

However, 1 attendee did not express his opinion about the meeting premises.
Meeting Program

What concerns the meeting program attendees’ opinions were quite different. More than half of them (i.e. 53%) found it good and more than one third of them (i.e. 33%) considered it as very good. On the other hand we were also given a slightly negative feedback because 14% of participants were not that much satisfied with the introduced meeting program and they evaluated it as average or even poor.

15 attendees provided feedback

When we look at the quality of the papers presented, participants were again divided into three opinion groups: 57% of them found it as good, 29% of them even very good and in the end 14% of them stated that it was just average.

Generally 15 attendees provided feedback
However, 1 attendee did not express his opinion about the quality of papers presented
In this part of the evaluation survey we were asking our partners which topics discussed during the meeting were the MOST and the LESS useful for them. There are stated some of their answers.

**Topics discussed during the meeting that attendees found the MOST useful:**
- Introduction of the new provision system (3)
- Main business opportunities (4)
- Licensing (2)
- Agent presentations (1)
- Cooperation between MECAS ESI and agents (2)
- ESI Corporate Strategy (1)
- Energy industry applications (1)

**Topics discussed during the meeting that attendees found the LESS useful:**
- Financial issues (1)
- Presentation and discussion about the portal myESI.com (1)
- Agent presentation (1)
- Technical topics (1)
- General overview on ESI products

**Entertainment**

Regarding the general evaluation of the common evenings and leisure activities that we offered to all participants of the meeting, the feedback was mainly positive even if some attendees did not seem to be so much excited. 87% of attendees were really satisfied because they considered this part of the program as very good or good.
Attendees were mostly excited about common dinners that were served in the form of reception. 67% of them wrote that this part of the evening was always very good, 27% of them found it good. The rest of attendees stayed with the “average” evaluation. Concerning the guided tour around the local brewery 46% of participants were very satisfied finding it very good, 31% of them mentioned that it was good, the rest of them was quite fine with such a program judging by the “average” evaluation.

![Bar chart showing feedback on common dinners and brewery guided tour]

- Generally 15 attendees provided feedback
- However, 3 attendees did not express his opinion about the guided tour around the brewery
Further Information

In the other part of the evaluation survey we put 2 easy questions:
- Did you have any problems with registration to this meeting?
- Do you think that it would be useful to arrange such a meeting every year?

Regarding the first question nobody had any problems with registration to the meeting. Regarding the second question 80% of attendees agreed on the fact that the meeting should be organized every year. Some of them made some more comments that will be discussed later in this report.

No matter what kind of the answer the participants gave us, we were interested what it is behind their YES or NOW answer.

Why should be the meeting organized every year?
- To discuss new common problems
- To discuss new business opportunities
- To get an easy approach to up-to-date information
- To get fresh information about ESI products and their changes
- To enhance skills and knowledge
- To acquaint with the other agents’ problems
- To understand agents’ problems
- To be motivated
- To see and understand own mistakes

Why should not be the meeting organized every year?
- It is not necessary
- It does not make any sense in the form it was introduced this year
Other comments

Some attendees had an opinion about some other stuff that were not expressly the part of the evaluation survey.

„The general meeting should be organized every 2 years, however, it would be very useful to arrange the product oriented meeting every year.“

„The meeting should be focused on selling topics like strategies, business plans and opportunities, or marketing activities."

„There was no space for technical discussions."
(Note: Attendees had been properly informed before the meeting started that there will be no space for discussions about other topics than those that were scheduled.)

„The agenda was not taken into account at all.“

„Agent presentation should be held only in front of MECAS ESI staff."

„The meeting should be focused more on the selling process."

„Every year there should be a kick-off meeting dedicated to the particular ESI products."

„Perfect place, perfect meeting."

„The following topics should be also addressed during the meeting: success stories, sales information, business opportunities."

Feedback from MECAS ESI sales team

Members of MECAS ESI sales team were asked the following questions:

1) How would you generally evaluate the event?
   a) What benefits were related to the event?
   b) In what respect was not the event useful at all?

2) Do you think that the event should take place more often, i.e. at least once a year?
   a) If so, why?
   b) If not, why?

3) Do you have any other comments regarding the meeting organization?

Marek Slováček

Ad1a)
• Meeting with representatives of all our partners
• Individual negotiations with particular partners
• Clarification of the current situation

Ad1b)
• Expectations were not fulfilled
• Topics that I find important and annoying were not discussed
• Goals for the future cooperation were not set
Almost no common conclusions that would evaluate the meeting were made
Conclusions that were made should be more concrete, scheduled and it should be defined more clearly who is in charge of the particular task
Most of partners’ queries were not answered
Missing deeper discussion
Made conclusions will not help me improve the future cooperation with partners

Ad2a)
- At least every 2 years but in a different way
- More business cases
- More intensive preparation from the side of MECAS ESI
- Common preparation in terms of MECAS ESI was certainly underestimated
- Goals that need to be achieved have to be set clearly before the meeting starts

Ad3)
- The meeting organization, premises and accommodation were at a really high level
- On behalf of MECAS ESI there should be prepared the evaluation of the meeting, especially what conclusions were made and how they will be performed, these conclusions should be sent to the particular partners

Jan Štych

Ad1a)
- The possibility to discuss many topics with partners face-to-face

Ad1b)
- Deadline should have been given to partners in order to express their opinion about our proposals

Ad2a)
- The meeting should be organized again – every year or every 2 years?

Ad3)
- The meeting organization was great

Stanislav Vondráček

Ad2a)
- The meeting could be organized every 2 years
- In the meanwhile there could be organized a training for partners

SEE YOU HOPEFULLY
AT NEXT AGENT´S KICK-OFF MEETING!

MECAS ESI Team