



# CaseStudy

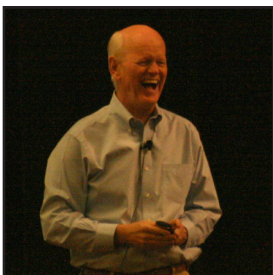
## Pinnacle Affirmative Action Services at The HR Forum: Building Trusted Relationships That *Last*



One-on-One Meetings



Group Meetings



Conference

For Jeff Baker, Vice President of Pinnacle Affirmative Action Services, The HR Forum offers unparalleled opportunities to build long-term partnerships based on trust, integrity, and exceptional service – often, with clients he would never have encountered or pursued otherwise.

For years, Pinnacle has been a leader in crafting customized affirmative action plans for organizations that do business with the federal government. Recently, Pinnacle has added a unique practice focused on recruitment compliance, the single greatest area of affirmative action risk faced by federal contractors. The HR Forum is helping Pinnacle build both of these businesses.

“We want long-term partnerships, and we’re proud to maintain a 98% client retention rate,” says Baker. “When it comes to building high-quality relationships like that, The Forum is phenomenally helpful. Relationships I fostered here several years ago are still working for me today. The Forum’s 25-minute, face-to-face meetings – supported by good follow-up and professionalism – turn into clients that follow you.”

### **The place to differentiate from growing competition**

“Affirmative action planning is largely recession proof: even in tough times, the U.S. Department of Labor actively audits federal contractors. For government contractors, having a client-centric firm with deep resources is more valuable than ever. Today, however, companies have more service provider options to choose from than ever before. *The HR Forum offers us a powerful opportunity to differentiate ourselves.*”

“The Forum’s meetings and mealtime conversations give us plenty of time to identify the issues and challenges our potential clients face. We can match their needs to our services, and even provide case studies from similar clients. That is tremendously valuable.”

### **Reaching top decision-makers in the Fortune® 500 – and beyond**

According to Baker, The HR Forum connects Pinnacle with an ideal mix of prospects. There, he can meet with large companies in Pinnacle’s “sweet spot,” as well as smaller organizations with significant opportunities he might not have uncovered otherwise.

“Last year alone, I met with top Fortune® 500 companies in pharmaceuticals, financial services, and food. At this level, the need for our services is great. Many of these companies can benefit from both our affirmative action planning and recruitment compliance consulting practices.”

**JEFF BAKER**  
Vice President, Pinnacle Affirmative Action Services

*“The experience of attending The Forum as a supplier is a special one. You can really separate yourself from the pack. You’ll find, as we have, that the relationships which start here will continue to provide reciprocal value for years to come.”*

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Mealtime Meetings



Networking



Conference

"You always like to sell from the top down. But, when you prospect very large companies, you can't get to the chief HR officer as frequently as you'd like. At The HR Forum, you meet that decision-maker. And that expedites the entire sales process."

Beyond the Fortune® 500, The HR Forum's delegate/supplier matching system has connected Pinnacle to many other prospective clients – including one of the nation's largest regional health systems.

"I had a great discussion with their Chief HR Officer over lunch last year. He immediately recognized how our expertise could help them, and suggested I follow up with the executive who oversees staffing and recruitment compliance there. This quickly led to an hour-long WebEx presentation, where she identified various needs that were a perfect match for us. Within a few weeks, we were supporting them – and now it appears that we'll soon be providing broader affirmative action planning services, as well."

**Accept no imitators: the one-on-one event that works**

"Based on the success I'd experienced at The HR Forum, I recently participated in another event that claimed to offer the same concept: prescheduled one-on-one meetings with HR executives," says Baker. "But that's where the similarities ended. It wasn't as well run, offered a far less scientific approach to matching suppliers and delegates – and, worst of all, there was an unfortunate drop-out rate. People just did not show up for meetings.

That doesn't happen to me at The HR Forum. The HR executives come, they are engaged, they are professional, and you have their undivided attention, in a way you can't often get elsewhere."

**The cost-effective way to build long-term relationships**

"I'm passionate about The Forum's benefits. Over two and a half days, we meet with top-tier HR executives from something like 30 corporations. Do the math. Consider what you'd have to invest to have those meetings, if you could have them at all: the travel cost, the time cost. The HR Forum is tremendously cost-effective – and the business we've been able to achieve as a result of these meetings has far eclipsed the investment.

Even the residual benefits are exceptional. I may have had a meeting last year, and there's no immediate fit because the client's solution is currently working for them. But things change. I have a follow-up call next week with a prospect like that – and this happens frequently."

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THE HUMAN RESOURCES FORUM is a senior level event specifically designed to address the increasing needs and demands of senior HR leaders. Held at the Evergreen Resort, nestled in Georgia's magnificent Stone Mountain National Park, The HR Forum provides a distraction-free environment conducive for senior HR executives to develop professionally and personally, source innovative new services and solutions, and network with their executive peers. The event is complimentary to attend for Delegates by select invitation; only 100 places are available.

To learn more about participating as a Supplier please contact ARI VAIS at 212.761.8740 or [avais@richmondevents.com](mailto:avais@richmondevents.com)