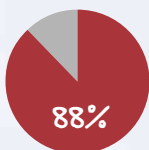
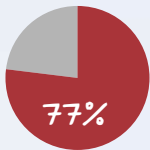


Your briefings drive better decisions. **FASTER!**

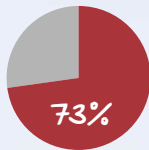
ABPM's 2016 Multi-Client Study continued to report tremendous business impact.



said the briefing strengthened their business relationship.



said they decided to buy solutions discussed in their briefings.



said their spend increased due to the briefing (**↑28%** on average).

What do survey respondents care about most?

Year after year, the top responses to this question are consistent:

#1 Content relevance

#2 Knowledge level

#3 Presentation skills



Did the study identify opportunities for improvement? **YES**



only **23%** of survey respondents characterized their briefing as "very highly customized."



and only **34%** said the briefing compressed their buying cycle (**26%** shorter on average).

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PRESENT



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