

"A business, like an automobile, has to be driven in order to get results"  
(BC Forbes)

## Case Study

### "Opportunity Knocks" Conference 2011

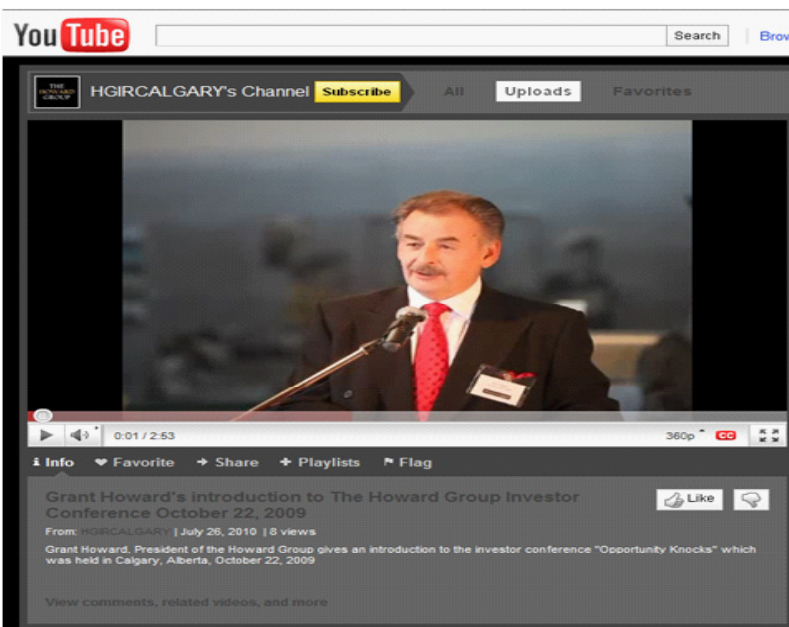
October 2010 & 2011

#### Scenario:

- Every year in October, The Howard Group hosts an investor conference in Calgary.
- The event features 5-6 Howard Group clients and approximately 100 individuals, mostly sophisticated investors.



#### Online Reach



#### Kicking into action:

- ✓ Each presentation is professionally recorded and posted online.
- ✓ Online Marketing: Marketwire sponsored Social Media Releases for each company.
- ✓ The model above illustrates The Howard Group's online reach.

#### The Results:

1. Conference Presentations received over 6000 views.
2. The value for each participating company was less than \$1 per view or lead.
3. A typical roadshow to Toronto & Montreal costs over \$100 per broker/analyst/fund manager lead.

Our process means we are part of the team and not just consultants.  
There are clear reasons why our relationships last for years.