EVENT REPORT

SBC Summit Lisbon 2026

29 Sept 2026 – 1 Oct 2026 · Lisbon · booth

18 / 18
MEETINGS HELD VS TARGET

30%
TARGET MEETING RATE · 19 OF 64 P1–P2

€1,017
COST PER MEETING HELD

€264,000
PIPELINE · 14.4× COST

€0
WON SO FAR

€18,300
COST LOGGED

From shortlist to deals



20 booked · 18 held · 2 no-shows · 19 people in nurture after the show.

Team

SELLER	REACHED	REPLIES	BOOKED	HELD	TMR	PIPELINE
Lena Vogt 1 booked on the floor	20	9	7	5 · 1 no-show	29%	€52,000
Maya Chen 1 booked on the floor	20	10	6	6 · 1 no-show	32%	€128,000
Tom Becker 2 booked on the floor	20	10	6	6	29%	€0

Booked is credited to whoever booked the meeting; held to whoever took it. Target meeting rate = owned P1–P2 people who got a meeting.

The morning after

12 conversations	**5** meetings held	**1** no-shows
0 deals opened	**7** follow-ups drafted	**0** meetings next day

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SBC Summit Lisbon 2026 — 2026-10-01

12 conversations logged with 12 people, 5 meetings held, 1 no-show.
1 meeting booked on the floor.
7 follow-ups drafted for this morning. 0 meetings on the calendar for
tomorrow.

By seller:
· Lena Vogt: 6 conversations, 5 meetings held
· Tom Becker: 6 conversations, 0 meetings held
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Numbers from your Hallway workspace as of 11/8/2026, 10:40:55 PM.