



“We have 6 new customers, some with multiple commissions, 10 or so prospective leads and many more who have shown an interest and would be considered ‘slow burners’”

Overview

Creased Puddle

Creased Puddle specialises in training and consultancy of neurodiversity. Based in the North of England they provide services across the world working with an exceptional collective of companies that want to know how to recruit, retain and progress their neuro-different staff and customers.

Strategy Networks

Strategy Networks' forums bring together the finest thought leaders from across different industries to share ideas and help improve key aspects of their organisations. They are a little less formal than traditional conferences, bite-sized presentations and workshops enable leaders to benchmark and share best practice, whilst pre-booked meetings with topical vendors open the door to ongoing business relationships.

How did Creased Puddle meet their police clients?

Creased Puddle's partnership with Strategy Networks saw them attend the Police Strategy Forum in October 2021.

Caroline Turner, CEO of Creased Puddle, attended as a single representative of a small SME with 17 employees. The format was completely different to anything Caroline had attended before and she was initially sceptical due to this being a big investment for a small company.

It was the business meetings in particular where Caroline saw the most success, she met with senior decision makers from the Met Police, Police Scotland and British Transport Police, among many others.

Following the Forum, Caroline said "Strategy Networks over delivered on everything promised and produced an outstanding forum."



Creased Puddle's Solutions for Police Organisations

Caroline spoke with senior leaders in police services about promoting neurodiversity in the workplace. Police services in particular deal with a range of individuals and Creased Puddle's specialist insight enables them to adapt traditional methods to achieve better outcomes.



The Forum LINK app allowed Caroline to book further meetings on-site after receiving significant interest from the audience.

Forum benefits for Creased Puddle

Attending the forum allowed Creased Puddle to engage with new clients and further their conversations with existing ones. Caroline saw a return on investment within just 6 weeks of the forum and has several other clients commissioned for the future. Following the positive experience, Creased Puddle quickly booked to attend the 2022 instalment of the forum.

"Initially I was sceptical that this would be a sound investment, especially as we are a small business. However, our investment was paid back within 6 weeks"

CAROLINE TURNER, CEO

CAROLINE'S WORDS OF WISDOM

- As a non-tech provider, Caroline was worried that there wouldn't be significant interest from delegates, but was pleasantly surprised when she was inundated with meeting requests prior to the forum
- Despite not aligning with the speakers' main themes, the attending delegates had their own requirements which meant Caroline had a lot of interest
- Speed Networking enabled Caroline to give the whole audience an overview of their offering, leading to an influx of interest, a quick ROI and significantly more in the pipeline.