

Comments about the Mortgage Force Conference

Delegates were polled on their opinion of the event and the Conference, as a whole, received an **85% approval rating**.

The **round table**, or 'speed dating' sessions as they became known on the day, was another aspect gaining almost universal approval with this element scoring 84% rating. The four most popular round table sessions as voted for by delegates who attended on the day were:

1. MortgageStream (hosted by Paul and Kim Holden)
2. Friends Provident (hosted by Ed Stuart-Brown and Mark Hamilton)
3. Mortgage Force Compliance (hosted by Chris Batson, Petra Richmond and Richard Hardisty)
4. First 4 Cover (hosted by Adam Lawrence, Tony Molloy and Natasha Barber)

A representative selection of individual comments received about the event:

- a. Kevin Duffy's Welcome:
 - "Kevin was a great host and very welcoming. I genuinely feel uplifted and more optimistic about the future."
 - "Informative and set the day up well!"
 - "Kevin is a good inspirational speaker. Analogy was well thought out as well as amusing."
- b. Friends Provident Presentation:
 - "Polished performance with good information"
 - "Well presented. Heard most of it before but some new stuff too."
 - "Enjoyed Ed's dry humour"
- c. Round Table Sessions:
 - "Very good idea, kept everything buzzing and moving and gave the opportunity to meet more people and ask more questions. The time seemed to go very quickly."
 - "Generally all were good. Those that focussed on ways to increase business such as Affirmative, RBS & NR were more memorable."
 - "Good idea to 'speed date', keeps you alert. Time allotted not enough. Maybe fewer tables?"
 - "Very informative, very buzzing!"
- d. Viva Costa Presentation:
 - "Very upbeat and positive – you can see why he's successful"
 - "Felt like a timeshare sale but will of course look for opportunities anyway"
 - "Interesting but a very 'sales pitched' speech"
 - "Interesting possibilities for extra revenue. Well presented"
- e. First 4 Cover Presentation:
 - "Really useful"
 - "Very good presentation"
 - "Repeat of what seen on round table so had already heard"
- f. Q&A with Expert Panel of Nigel Stockton, Martin Reynolds and Ed Stuart-Brown:
 - "It was good to hear the views of the key people in the industry"
 - "Very good, especially the session with Lloyds Director"
 - "An excellent idea and session!"
 - "Good insight into the industry"

- g. Kevin Duffy's Key Note Speech:
- "Summarised well, confident in 'way forward' and passed on positive morale"
 - "Very positive end to the day"
 - "Went on too long for me"
 - "The last slot will always be difficult and Kevin managed to hold my attention"
 - "Very positive"
- h. Jonny Gould (Dinner Entertainment):
- "Hilarious"
 - "What a guy, absolutely fantastic finished off the evening in style"
 - "Jonny was entertaining and very comfortable in the role that he was given, especially as awards can be very dry"
 - "Brilliant – very funny"
- i. Quality of Hosting/Care on the day:
- "Very well organised"
 - "I found all MF staff to be very warm professional and friendly. I don't feel like a number working with MF."
 - "Very good – everyone easy to spot in the ties!"
 - "As usual very well cared for!"
- j. Other Comments:
- "Great format no chance getting bored, felt involved all day. Gave hope for the future."
 - "A very worthwhile day, positive attitude from presenters and a good insight to the industry and our market. I went to the RBOS national forum today which was no where near as good as our event and just proves how well thought out the mortgageforce event was"
 - "I had a great time on Friday, it was good to see my colleagues and the MF Team. The conference was very informative in terms of where mortgage business and lending is heading which shed some light at the end of the tunnel. The round table idea was very good it gave us the opportunity to ask questions that were important to us individually"
 - "A massive improvement over previous conferences, very much more involving, scary moment when Kevin nearly broke into song! Well done all at mortgageforce!"
 - "This sort of event is really important during difficult times."

