

CEO Jon Stromberg: THG Strategy Fits Needs of Global-Minded CEOs

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As more CEOs are looking globally to grow their businesses in a more challenging marketplace, they are seeking new avenues to extend their relationships and reach in many countries—a trend that mirrors THG’s experience offering hospitality packages across the globe, says THG CEO Jon Stromberg.

“Our C-level contacts and clients realize that as they expand their global reach in today’s ever-changing market, connecting with customers outside of an office atmosphere whether it be the Masters Golf Tournament or Singapore Grand Prix, to the World Soccer Championships or Americas Cup is a key advantage in allowing each to pinpoint and develop regional relationships around the world,” Stromberg says. “Language and cultural barriers seem to disappear when experiencing a global event of personal interest to customers.”

The assessment fits with findings from IBM’s most recent Global CEO Study, which highlights increased investments in global opportunities and an emphasis on building collaborative relationships with customers and prospects to engender future success. The study details the focus on relationship building is due to a more demanding and sophisticated customer bases across more countries and CEO recognition that quality customer relationships offer a way to differentiate their companies from competitors.

Through its 63 global locations, which span from London and Sydney, to Kuala Lumpur and Chicago, THG is seeing more evidence that affirms the IBM study findings. Companies are seeking THG’s assistance to craft hospitality offerings at a larger number of events in multiple countries to address their global business goals.

“Response and interest in our global THG Open Contract program is stronger than ever,” Stromberg says. A key benefit of the service, he explains, is the ability for companies to tailor the Open Contract to respond to business-and relationship-building needs at both corporate and regional levels.

For example, HID Global, a provider of technology-based security solutions, used THG’s Open Contract format to provide relationship-building opportunities during the U.S. Open Golf Championships, the Autumn Rugby International’s, and the Malaysian Grand Prix in the past year.

“The company has now expanded its Open Contract and plans to allow each global region to use a portion of the funds to build customer relationships in targeted geographic areas, working in conjunction with THG’s Chicago office,” Stromberg says.

“Our Open Contract program is the perfect complement for C-level executives to meet their global business goals,” he says.

For more about THG’s global event hospitality offerings, click here (www.thgworldwide.com/).

About THG: THG (www.thgworldwide.com) is a leading provider of corporate hospitality programs at premier sporting events in the United States and abroad—including the US Grand Prix, World Cup Soccer, Masters, US Open and the Final Four. As a marcus evans company, all aspects of THG’s services promise a level of client focus and attention second to none.

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