

EXHIBIT F - Part 3

**EXHIBIT A**



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## Marcus Evans Scam: Fraud Complaints About Events and Sales Pitch

Posted on July 27th, 2011

A couple of weeks ago, I got a call from a nice woman at Marcus Evans, a company that puts on events in a variety of industries. Her talk was scripted, but it sounded good.

I pay a fee to attend an event (they say it is not a conference or seminar, but a “summit”). At this event will be chief legal counsel for Fortune 1,000 companies who are looking for service providers with various specialties. Marcus Evans says they match those executives in need of services with appropriate providers, pre-screening both so that they know it is a good potential match. Each person like myself who pays to attend is guaranteed 8 to 10 face-to-face meetings with these executives. (Which, of course, would be aimed at securing a new client for me.)

The first hint that something was off was when this caller said we shared some connections on LinkedIn. Surprise, surprise.... we shared exactly ZERO connections on LinkedIn.

A week later I got the same call, this time from a man at Marcus Evans, with a nearly identical script. This time, the seller was offering me this “opportunity” because someone had put down a \$10,000 deposit and backed out of the event... Meaning that I could reserve a spot not for \$49,500, but for the low low price of \$39,500. Lucky me!

I had already researched the company by the time the second script-reader called me, so I knew what the deal was. And I let him know!

If **you** want to find out if others have complaints about this alleged scam being run by Marcus Evans, good luck. Searches for terms like “marcus evans scam”, “marcus evans complaints”, and “marcus evans fraud” curiously return numerous websites that Marcus Evans created about their “fraud events” and such... **clearly an attempt to dominate the search engine results for anything related to complaints about the company.**

But if you can find your way to actual complaints, you can see some of the sales tactics the company uses. If you’ve listened carefully to the script-reader from Marcus Evans, you will undoubtedly recognize many of the hooks that they use to sell you on their events.

Complaints Board has a few complaints about the company, and this particular one mirrored my second call with the Marcus Evans salesperson:

I too received a telephone solitiation touting a conferance in Las Vegas that a unnamed competitor had just “backed out of their commitment and we can offer you a discount becuae they paid \$5, 000 so the INVESTMENT is only \$39, 900.” Nice try but after some digging in the internet I found this site with similar stories. Due to the amount of money we would never dive in without referances from other companies in our industry but we never got that far, we see what is here and realize just another version of the Nigerian scam. Stay away if you want to save yourself a lot of aggravation.

I’m not a fan of the site Rip-off Report, as I believe the site owner is engaged in a scam of his own. However, I don’t think the general public knows the background behind the site, and so I think their posted complaints are many times legitimate. Take a look at how many complaints are posted on Ripoff Report about Marcus Evans. And if you’ve ever gotten a call or two from Marcus Evans, then you can immediately spot similarities between your experience and those posted on the site.

It’s as if this complaint posting came directly from the second MarcusEvans sales person who called me:

By this I mean the rep will always always say that the only reason she is able to call you is because one of their existing clients either became insolvent (went out of business) or has a date conflict, and now has been forced to forfeit their deposit (of approximately \$10,000) and now they are interviewing a small select handful of appropriate companies in your industry niche with your exact expertise to take over their client’s schedule of 30 prequalified face to face meetings AND also get to apply the forfeited deposit towards the booking of the next company who books on.

So they hook you with a made up rare discount opportunity that you think “other clients of theirs did not have the opportunity to take advantage of”, which is wrong. At the same time, this urgency forces your buying decision to be an emotional impulse decision because the sales rep will actually tell you that if you want to take the meetings then you will have to set up a call back later that day or the very next day within 24 hours. They get you to do this by deceptively lying claiming to already have scheduled calls with your competitors who are already very very interested in taking the final block of meetings.

This MarcusEvans summit complaint lays out the script that was used on me both times:

If you receive a phone call from a marcus evans employee, you might here something like this:

\* = Lie, false scenario, or outrageous exaggeration

**Hi, my name is \_\_\_\_\_ with the ”your industry (ex: medical device)” group. I’m working\* with a group of VPs, and SVPs, (your potential target market), coming from big organizations in North America. I work with people like: name dropping, name dropping, name dropping.....**

And the reason why I’m calling you SPECIFICALLY\* today is because our group is interested in a company that does **WHAT YOU GUYS DO\***.

... We work very closely with these executives to identify\* specific purchasing objectives and requirements for upcoming projects for the coming year. Once they send that information\* to us, what we do then is find common areas of demand within the group and then partner with organizations like yours in each area of demand to meet with our buyers. And this is done through a series of 1-1 business meetings designed to help our clients with their objectives.

We only work with a select group\* of solution providers like you. \*\*\* The ONLY reason why I'm contacting you today is because:

Scenario 1): One of our existing\* clients just asked us to transfer to our European Summit.

Scenario 2): One of our existing\* clients is filing for chapter 11.

Scenario 3): One of our existing\* clients didn't use their upgrade option.

....or any other similar scenario where the "existing client"\* forfeited a deposit or had to pay a penalty of in between \$5000 – \$10 000.

NB. The "delegates", "buyers", or "executives" are being prospected like you. **They don't come on board because they are actively looking for solutions or suppliers.**

They will then "drop the price" which is always in between **\$35 000** and **\$50 000** for 2 executives taking 20-30 one-on-one meetings.

And what about those meetings with chief legal officers who are looking for professionals like you? According to this complaint, they're roped into coming for free or nearly free if they agree to "interview" a certain number of service providers.

Long story short: The Corporate counsel were also scammed to show up at the Summit. They went for free or for a very discounted price if they agreed to interview 6 to 8 legal vendors. Most did not have any need for additional counsel. The in-house attorneys just wanted their CLE credit and a resort to visit.

Yes, you will meet many of the high-up IP counsel and perhaps decision makers from well known corporations. No, they were not carefully screened, nor did they work with anyone from Marcus Evans to determine if they really had any need for additional or new outside patent counsel for litigation, prosecution or contract work. I would bet that not a single IP attorney got a good solid lead toward new work. If anything is to be gained, it will occur in months and months of lead follow up, which most attorneys do anyway regardless of the CLE or IP convention they go to.

As with any opportunity to market my services, I recognize that there aren't any guaranteed sales. But this all seemed too fishy when two people from the company called with similar scripts and bogus claims like "we have a mutual contact on LinkedIn." If you have to lie about being connected on a social media site, what else are you lying about?

And why is it that I got a bad feeling about this whole set-up, and multiple complaints I saw on the internet mirrored my concerns and experience? You be the judge.

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## Comments (12)

- Josiah  
1 August 2011 at 12:29 pm | <#>

And it appears that THE Marcus Evans is a bit of a mystery himself, thanks to shady financial dealings!

<http://unprofessionalfoul.com/2009/05/21/who-the-fck-is-marcus-evans/>

[Reply](#)

- Charles Rathmann  
10 September 2011 at 7:19 am | <#>

I get those calls too. And I feel for the individuals making them. There are plenty of complaints out there from Marcus Evans employees as well. And there are similarly a mind boggling number of sites the company has created to push them down in the search rankings.

[Reply](#)

- Tracy Coenen  
10 September 2011 at 12:12 pm | <#>

Interesting, isn't it Chuck, the amount of time and effort the company went to in order to bully me into silence, and to create these sites to dominate search engine rankings and push down the criticism?

[Reply](#)

- J. Burnett  
18 September 2011 at 9:32 pm | <#>

Its funny because I actually worked for Marcus Evans and I am the first one to tell it like it is! Believe me-I can say first hand the company does what it says it does. Now maybe the sales pitch from some can be a little "varied" like most sales companies but if you have ever been to one of their summits in IT, Pharm or

whatever industry you know they get the people there and do what they say they can do!! I have no loyalties because I left the company (not on a good note) but I was always taught to say the right thing whether I like you or not and Marcus Evans is not a scam!!!!

Reply

- Tracy Coenen  
19 September 2011 at 10:15 am | #

I believe they get people to their events. I also believe that they don't tell the truth about HOW they get people there. They are lying to service providers like myself when they say that in-house counsel is looking for new service providers. The truth appears to be that in-house counsel is getting a free ride to the event if they agree to meet with some service providers... with no actual intent to do business with those service providers.

If the events were actually creating new business for the service providers, Marcus Evans wouldn't be pathetically cold calling all over the place. They'd have service providers as repeat attendees, and they'd also have a reputation for staging amazing events that service providers are dying to get into.

That's obviously not the case, and so my guess is that the events are a colossal waste of money for the service providers, with a few isolated exceptions.

Reply

- Clyde  
20 September 2011 at 11:23 pm | #

Miss Coenen, for a "professional" you sure do lack a substantial amount of integrity. Whether or not the company in question is a scam is irrelevant. What is relevant, however, is the fact that all of this is based upon two cold sales calls. There are countless accusations made, again, based upon nothing more than a scripted cold call. Do you write lengthy posts regarding every sales call you get? Do you think the other cold calls are not scripted?

Who cares if the company is a scam? This is not the issue. The issue here is that you, Miss Coenen, have created a site aimed at taking down fraudulent corporate behavior. Yet, as your evidence, you cite a PRIVATE BLOG.

I am no opponent of the First Amendment, but if you post a very publicized attack on a company, founded solely on a COLD CALL, they will respond. Maybe next time do your homework and get some real facts about the company before you make yourself into a public display of bad research and ethics.

P.S. There is tons out there about this company. Just do some research in other places besides random blogs.

Reply

- Tracy Coenen  
21 September 2011 at 8:09 am | #

Hi "Clyde" – Thanks for participating. I'm glad I have the chance to clear up some of your confusion. The basic premise of your comment is that it doesn't matter if Marcus Evans is a scam or not. I disagree. That's the whole point. I'm questioning whether there is some dishonesty in marketing this event.

You also seem to be confused about this blog. It's just a blog. It's not "aimed at taking down fraudulent corporate behavior."

Finally, I didn't call anything "evidence." I did some research, and posted what I found on the negative side. Was there positive stuff about Marcus Evans on the internet? Yes! Almost all created by Marcus Evans themselves!!!

I think the thing that was most concerning to me was how Marcus Evans created hundreds of websites to dominate search engine rankings for fraud/complaints/scam and the name Marcus Evans. What are they trying to hide???

So thank you for your critique of my blog and my research, "Clyde." I'm just glad you're reading, along with the large number of others who are searching Google for "marcus evans scam" each day. I'm happy to be able to provide people with what I've found on the company.

#### Reply

- Nick Rougier

23 September 2011 at 9:58 am | #

As a former employee of Marcus Evans (SHAME) I can totally confirm you articles as 100% accurate. This is exactly how M.E instructs its reps to sell. And you don't know the half of it – they rip off their own employees with bait-and-switch tactics in exactly the same fashion. They persuade you to relocate to a satellite or start up office by telling you that you are to be groomed as the GM of that office and when you relocate down there you find 6 others have been told exactly the same thing. When they kicked me off to Barbados they told me I'd be on a higher salary than the locals and when I arrived send out a memo saying ALL staff are to be on local Barbados pay with immediate effect. These people are utter liars, crooks and thieves. Unfortunately people outside financial services and who do not have investor stock holders fall outside every regulatory umbrella and so consequently this is why fiendish crooks like Marcus Evans are not in prison. Pull these stunts in financial services or with investors money and that's the end of you. Regulators must extend their powers to fly-by-nights and restrict such practices.

#### Reply

- Nick Rougier

23 September 2011 at 10:03 am | #

#### WAKE UP CLYDE

Well Clyde, I'm sorry if my post below embarrasses the hell out of you (Lord knows it should) but as you can see now, you don't know what you are talking about (or else your from Marcus' CRM department and yes I know Peter Laspas and Chriss Leese). It's time for you to step back out of this and leave it to people like myself who DO know a lot about Marcus Evans and spent no mean amount of time there. I can also marshal contacts who complained to us in the office about exactly the same tactics. As for questions such as "Who cares if the company is a scam?" I would recommend you get your social responsibility in order.

#### Reply

- Anonymous NYC Marcus Evans Employee

24 September 2011 at 9:46 pm | #

I worked for Marcus Evans in 2008. It is a scam. They had us lie on all the phone calls and each one is recorded, but the people we were calling didn't know it. The people who attend HAVE to meet with certain others there and get a free trip. The whole thing is a scam, and a joke. Marcus Evans himself should change his name since the company continues to run him and his identity into a hole. Everyone who worked in the NY office was either a drunk, cheat, or money-hungry liar. Quit after five weeks.

#### Reply

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