

Strategic Meeting Management Program (SMMP) Overview



Presented by:

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 - Assisting clientele in global SMMP design and execution
 - 15+ years experience in the MICE and SMM verticals
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 - Vice President, Business Development – StarCite, Inc.
 - 20 years experience in meeting management



NBTA U.S. Groups and Meetings Committee

Formed Spring 2003 – Includes NBTA U.S. Direct and Allied Members

Mission:

- Offers industry leadership and Best-In-Class education in Strategic Meetings Management
- Assesses and explores enterprise-wide meeting and event related processes, metrics, standards and supplier strategies
- Focused on achieving quantitative cost-savings, risk mitigation and optimal service levels



Today's Content

- Outlining SMMP Objectives & Approach
- SMMP Considerations Globally
- Success vs. Failure
- The Critical Role of Technology



Why Meetings?

- Corporate Meetings Spend expected to reach \$75.8 USD billion by 2008*
- Corporate Travel already strategically managed
- Meetings spend is typically fragmented & decentralized
- Regulatory concerns & compliance (Regional & Global)

*PhoCus Wright Inc., January 2007: "Groups and Meetings: Market Opportunity Redefined"

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Estimating Your Spend

- Between 25% and 35% total T&E spend
- Up to 60% of total corporate air spend
- Up to 3% of total company revenue

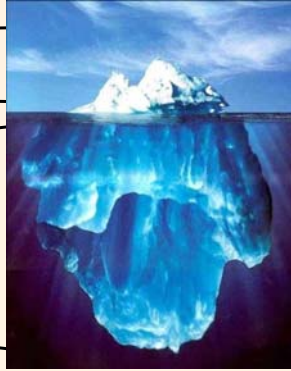
PhoCusWright, Online Corporate Travel Update, 2003-2006

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Who Plans Meetings?

Professionally
Managed
Groups

Planned by non-
professional (i.e.
administrative
assistants)



- On average 20% of group travel spend is professionally managed (in-sourced or out-sourced)
- Most group travel expenses are hidden within non-travel related budgets (e.g., sales, marketing)
- Opportunity to reduce unmanaged group travel expense by 20- 30%
- Reduce risk and legal exposure

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Strategic Meetings Management Program (SMMP)

What it is . . .

- Strategic management of enterprise-wide meeting related:
 - Processes
 - Spend & volumes
 - Standards
 - Suppliers
- Goal is to achieve quantitative:
 - Cost savings
 - Risk mitigation
 - Superior service

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Strategic Meetings Management Program (SMMP)

What it is not . . .

- One size fits all
- Meeting/Event planning and execution
- Meetings “Consolidation”
- Staff reduction strategy

What is right for you?



Why SMMP – Top 5 Reasons

1. Increase visibility
2. Mitigate risk
3. Reduce costs (cost avoidance)
4. Increase savings
5. Improve efficiency and quality



Why SMMP – Supplier Community

- Selection driven by process
- Reduced risk
- Greater volume
- Long term commitments
- Transparency in relationship **MUST** exist



Global Considerations

- What does “global” mean for you
- Focus on regions/markets that can provide value
- Consider regional nuances and priorities
 - Local laws and guidelines
 - Currency and tax implications
 - Centralized service considerations
- Local/Regional/Global supplier options
- Transparency is critical
- Global coordination, regional alignment, local execution

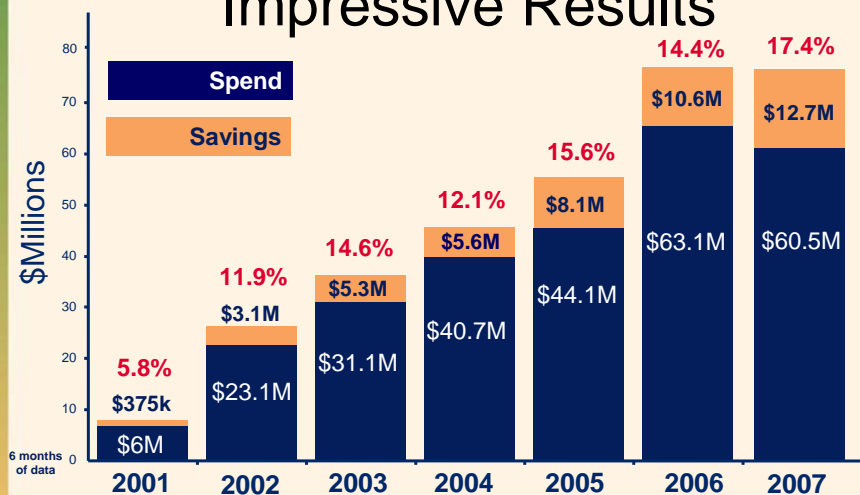


Why SMMP Fails

- Lack of executive support
- Internal politics and agendas
- Failure to compromise
- Complicated end-user solution
- Inability to drive/manage business
- Lack of funding

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Impressive Results



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Getting Started

- Define business case
- Engaged Stakeholders
- Determine leadership
- Outline strategy/scope
- Determine funding
- Create Metrics
- Implement policy
- Drive visibility (technology)
- Centralize buying



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The Critical Role of Technology

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The Value of Technology



Visibility

- Capture and track company-wide meetings spend
- Track data for accurate reporting and measurement
- Calculate ROI



Control

- Create a meetings policy
- Standardize and centralize sourcing and planning
- Establish preferred suppliers
- Implement a card program



Savings

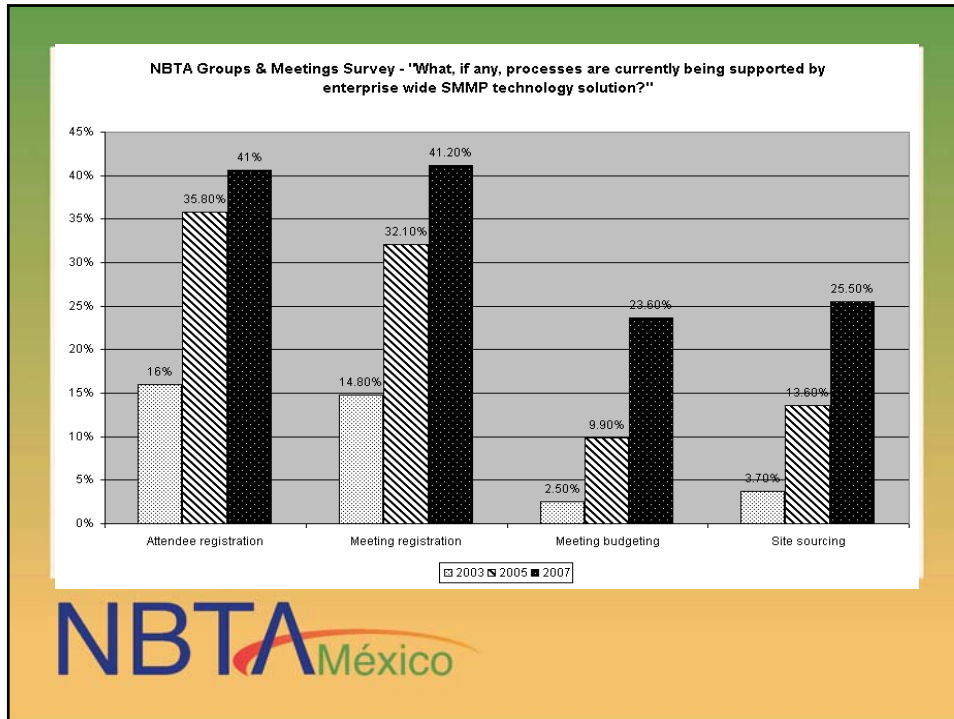
- Greater purchasing power
- Maximize float and rebate
- Process efficiencies / economies of scale

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Selection Considerations

1. **Build vs. Buy**
2. **Compatibility with Internal IT Security Standards**
3. **Fit within Existing Technology Systems**
4. **Scalability and Deployment Flexibility**
5. **Branding Flexibility**
6. **User Experience and Customer Service**
7. **Financial Viability of the Provider**
8. **Comprehensive Functionality and Scope**

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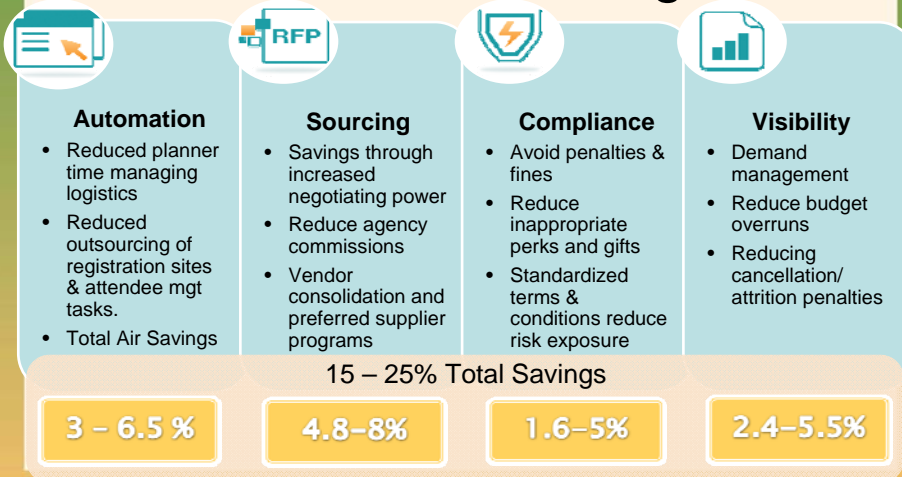


Cost / Benefit Analysis

- Solutions can involve large outlay of funds
- Process improvement can be significant
- Delivering increased efficiencies and cost savings
- Conduct an ROI outline – defined as:
 - Evaluate benefit derived over a period of time vs. cost
 - Various methods of ROI are being used
 - Consider internal templates used, or supplier versions

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Sources of Savings



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Summary Thoughts

- **Technology is critical to a successful SMMP**
- **Solutions will be unique for each organization**
- **Technology solutions have matured over the last 3-5 years**
- **Vendors should provide actual documented customer success stories to facilitate the evaluation process**
- **Critical to own your own data!!!**

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NBTA G&M Committee Publications

Management Strategies Papers:

- Building a Strategic Meetings Management Program
- Building a Meetings Policy in Support of Your SMMP
- Mobilizing Internal Stakeholders
- Choosing the Right Technology in Support of Your SMMP
- Leveraging Group and Transient Spend with Hotel Suppliers
- Evaluating Strategic Meeting Management Programs (Includes Scorecard)
- Models of Success: Profiles in SMMP

Critical Meeting Components Papers:

- Hotel
- Air
- Ground Transportation
- Destination Management Companies
- Venues
- Audio Visual



All can be accessed via the NBTA U.S. website at www.nbta.org

Questions and Answers?

Thank You



Strategic Meeting Management Program (SMMP)

Building the business case
Creating effective policies
Identifying cost savings and process efficiencies
Using technology strategically

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