

# ***Strategic Meetings Management***

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# ***Strategic Meetings Management***

- ***What it is . . .***
  - ***Strategic management of meeting-related processes, spend, volumes, standards, suppliers***
  - ***Enterprise solution***
- ***What it is not . . .***
  - ***One-size-fits-all***
  - ***Meeting execution***
  - ***“Consolidation”***



# ***Today's Environment***

- ***Expense reductions now have a focused effort to improve the bottom line***
- ***Travel was successfully consolidated***
- ***Meetings and Events is one of the last frontiers in discretionary spend management***



# ***Why Meetings and Events?***

- ***Government events market spend is in the Billions annually***
- ***Increasing Assistant Secretary or SES level attention on total spend, ROI, compliance and tax issues***
- ***Public scrutiny***



# Who's Doing It?

## MPI's FutureWatch

Area	Implemented	Considering It
Meeting Procurement Policies and Procedures	57%	23%
Standardizing Purchasing Channels	55%	28%
Preferred Vendor Programs	50%	28%
Implemented Management Technology	58%	26%



# ***NBTA Groups and Meetings Committee***

- ***86.6%** are working on tracking total meeting activity*
- ***80.4%** are working on defining and implementing meeting policy*
- ***60.2%** are working on measuring total cost savings through meeting management strategies*
- *Procurement involvement in meetings purchasing decisions has more than doubled to **43%** since **2002***



# ***The Latest Data: FutureWatch***

- ***Tracking spend – expectation for change***
  - ***50%*** expect to move in this direction
  - ***35%*** don't expect to move in this direction
  - ***14%*** don't know
- ***Procurement's involvement***
  - ***30%*** say major part
  - ***34%*** some participation

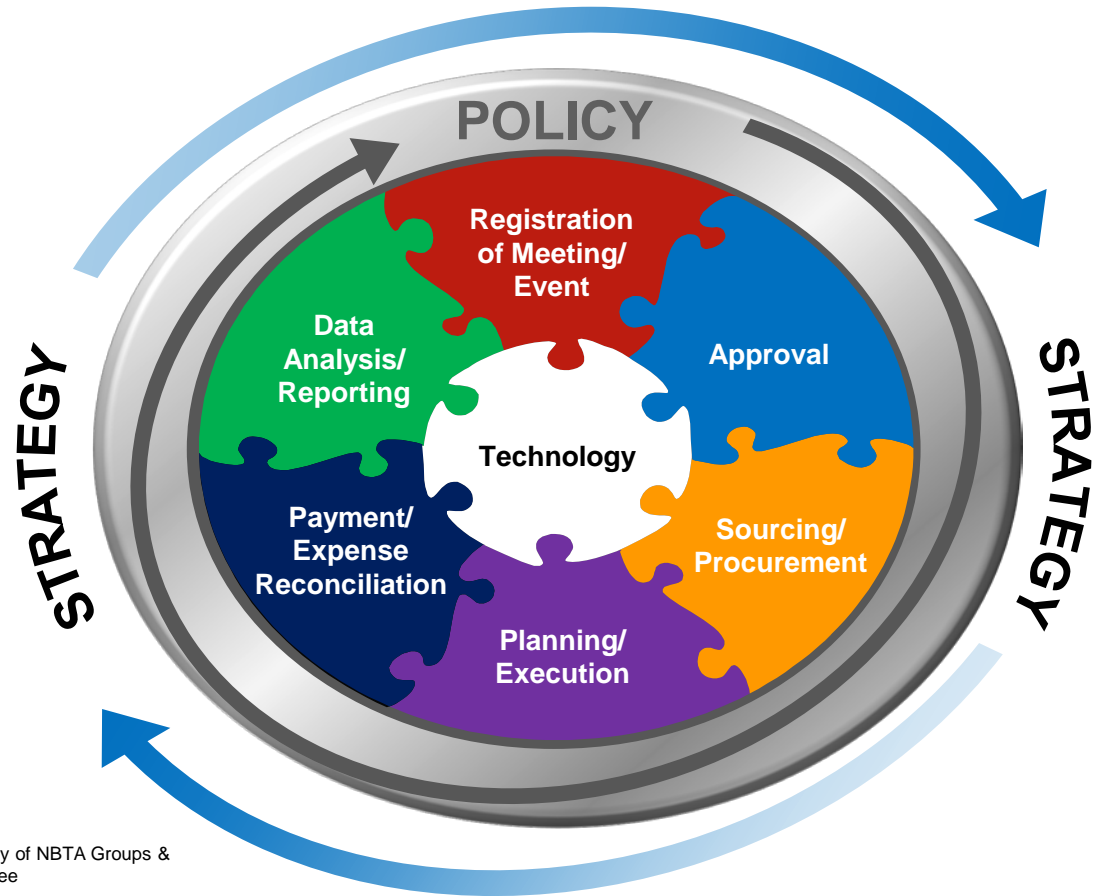


# ***Building Blocks to Success***

- ***Situational analysis***
- ***Identification of opportunity***
- ***Gap analysis***
- ***Best practices***



# SMMP Success Platform



Intellectual property of NBTA Groups & Meetings Committee



# ***SMM – Key Control Points***

- ***Meeting policy***
  - ***Defines the playing field***
- ***Meeting registration***
  - ***Ensures data capture and drives compliance***
- ***Attendee management***
  - ***Ensures total spend capture and consistency***
- ***Sourcing***
  - ***Limits liabilities and supports maximum vendor leverage***
- ***Expense reconciliation***
  - ***Provides basis for program metrics***



# *Primary Benefits*

- *Data capture*
- *Process efficiencies*
- *Risk management*
- *Cost savings and cost avoidance*
- *Quality gains*



# ***Impact on Meeting Professionals***

- ***Shifting roles – out of the meetings business and into the “business of meetings”***
- ***Communications***
- ***Data analysis is critical***
- ***Complete ROI analysis will rise in significance***



# ***Impact on the Supply Chain***

- ***Must align services with client objectives***
- ***Focus on centralized sourcing in key spend areas, such as hotel***
- ***Client objectives to leverage group and transient spend***
- ***Data consolidation is key***
- ***Purchase process standardization drives efficiency***



# ***Estimated Cost Savings***

- ***Meeting Spend***
  - ***Managed Meetings***
    - ***20% of all meetings***
    - ***80% of the spend***
  - ***Unmanaged Meetings***
    - ***80% of all meetings***
    - ***20% of the spend***



# ***Breakdown of Spend***

- ***Food and Beverage*** **26%**
- ***Guest Rooms*** **23%**
- ***Airfare*** **15%**
- ***A/V*** **8%**
- ***Exhibitor Services*** **7%**
- ***Speaker Training*** **6%**
- ***Ground Transportation*** **4%**
- ***Miscellaneous Services*** **11%**



# *Categories of Savings*

- *Procurement, guest rooms, meeting rooms*  
*= 10-30% of costs*
- *Group air, integration of technology*  
*= 5-10% of costs*
- *Automation of planning and attendee management =*  
*10-15% of costs*
- *Policy management, best practices*  
*= 10-15% of costs*
- *Reduced attrition and cancellation penalties = 5-7%*  
*of costs*



# ***Questions to Ask ...***

- ***Does your organization have a meetings policy?***
- ***Are you tracking spend?***
- ***Is Procurement involved?***
- ***Where do (or did) you start?***
- ***What are your challenges?***
- ***Which pieces are you missing?***
- ***What are your roadblocks?***
- ***Where to begin?***



***Thank you!***



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