Groundbreaking research from GBTA, released this summer, shines a bright light on sizable opportunities for progress in the management of simple meetings. These smaller, easily-replicable meetings made up 50% of an average company’s meetings spend; the research details existing inefficiencies as well as the successes companies record when they adopt streamlined processes and efficient meeting planning technologies. This session will also discuss some differences between travel buyers and meeting planners, the KPIs they manage to, and approaches to sourcing.

At the end of the session, participants should be able to:

- Learn about what makes “simple meetings” different from larger meetings
- Learn about how companies shop for and book simple meetings
- Learn about simple meetings-related policies and how companies comply with these policies
- Learn about how companies measure simple meetings performance
- Compare how Travel Managers approach these meetings with how meeting planners approach them

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