

GLOBAL TRENDS – A FIRST HAND LOOK!

*By Pat Durocher**

With nearly 60 HelmsBriscoe Associates from 19 countries attending IMEX this year, it was a great opportunity to acquire a first-hand perspective on trends in various parts of the world. While we obviously have many differences in terms of culture, language, customs and business practices, it was interesting to note that we share many commonalities, especially in terms of providing added value to our clients, transparency in how we work, value partner outsourcing, and the strategic role that “procurement” is playing in each of our markets. It became clear that these topics and trends transcend geographical boundaries!

From Budapest to Bangalore we found that providing added value to clients can be as varied as the number of clients one services, but that across the board the critical element is to determine what may be meaningful to the client and then exceed their expectations. Oftentimes, just doing what you say you will do is considered by some clients to be “added” value! Transparency is becoming more and more important as global companies consider alternatives to full service agencies that traditionally bundle their offerings. Value partner outsourcing is playing a more strategic role as companies look beyond vertical integration to considering the possibility of partnering with other “best in class” companies for non-core applications. And lastly, procurement as a strategic initiative is being employed by many companies striving to get a handle on their total meeting spend.

The specifics of the various topics and the methods by which each of us address these trends may differ by country, language, custom and business practices, but the fact is that we are **ALL** addressing them!

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