

MPI Knowledge Exchange WE MEET AGAIN: Managing Meetings in the New Normal

26 MAY • 2011



MEETING PROFESSIONALS INTERNATIONAL



MEETINGS & EVENTS



Speakers

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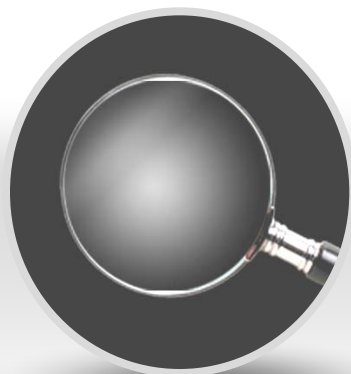
Agenda

- Market Trends
- Strategic Meetings Management
 - Definition
 - Key Elements
- The Meetings Management Lifecycle
- Benefits of Meetings Management
- Facilitated Q&A

The Meetings Landscape



The economic environment has put tremendous pressure on companies to achieve cost savings



Meetings, events, and incentives are under organization, media and government scrutiny



Meetings are considered one of the last frontiers in unmanaged corporate spend

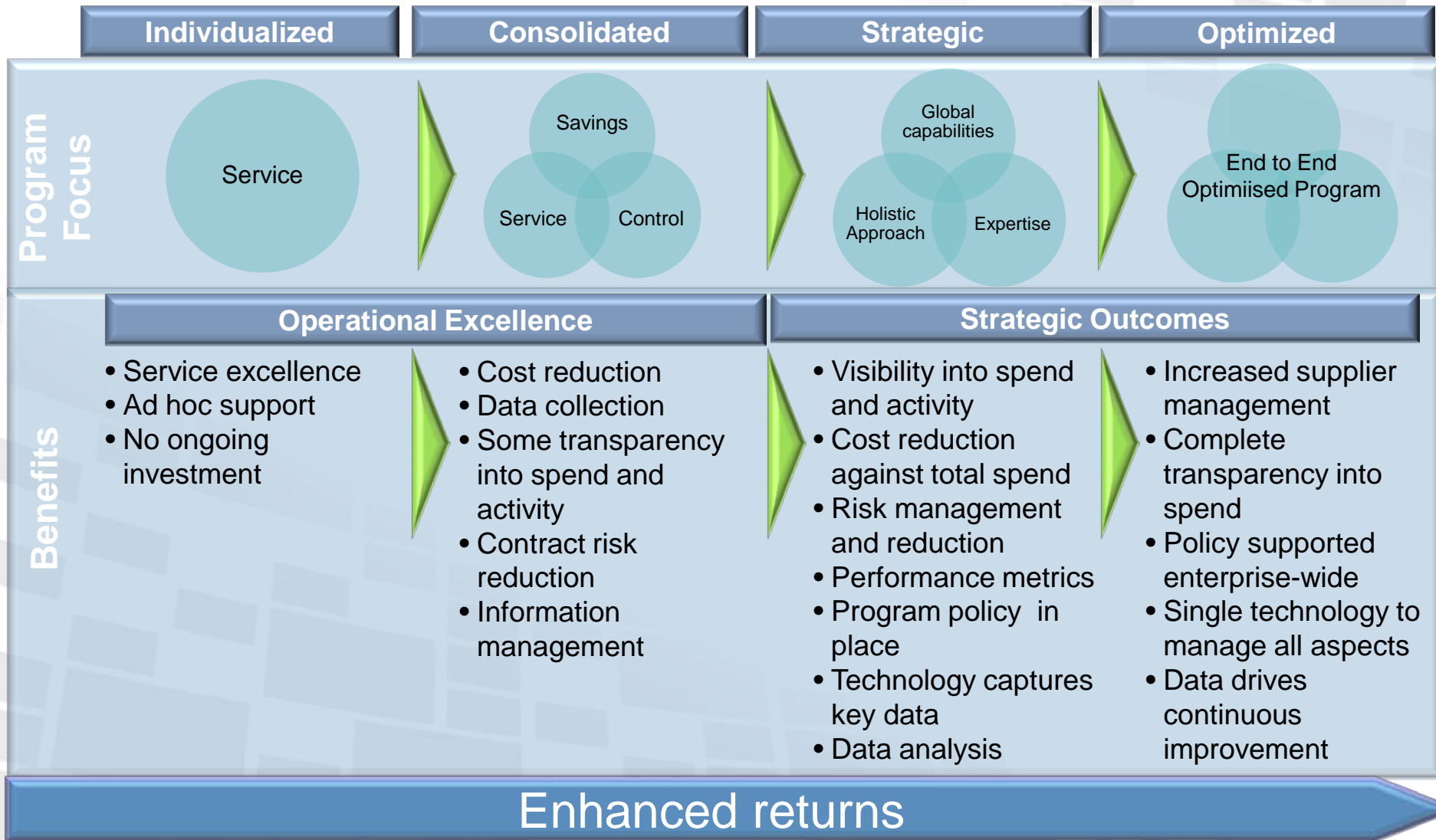


Although travel and meetings have similar components – air, car or ground transport and hotel – meetings have another layer of complexity that corporate travel policy often cannot handle

Market Recovery

- 5% increase expected in Average Spend per Meeting
- 8% increase expected in number of meetings being planned by organizations
- 2% expected increase in overall attendance

Customer Needs are Evolving

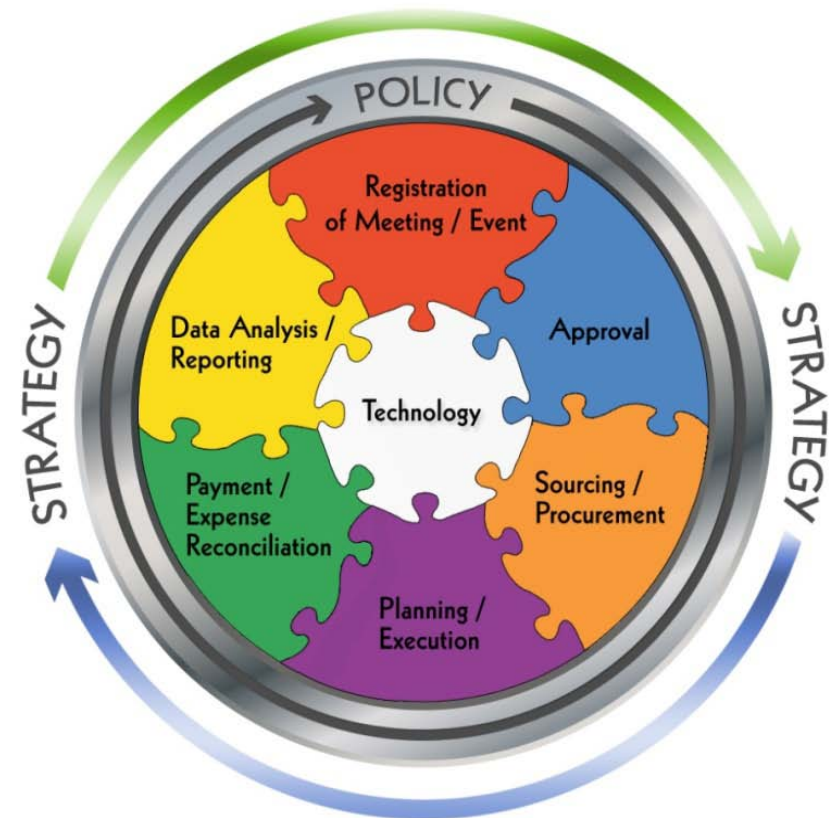


The Industry Definition

Strategic Meetings Management

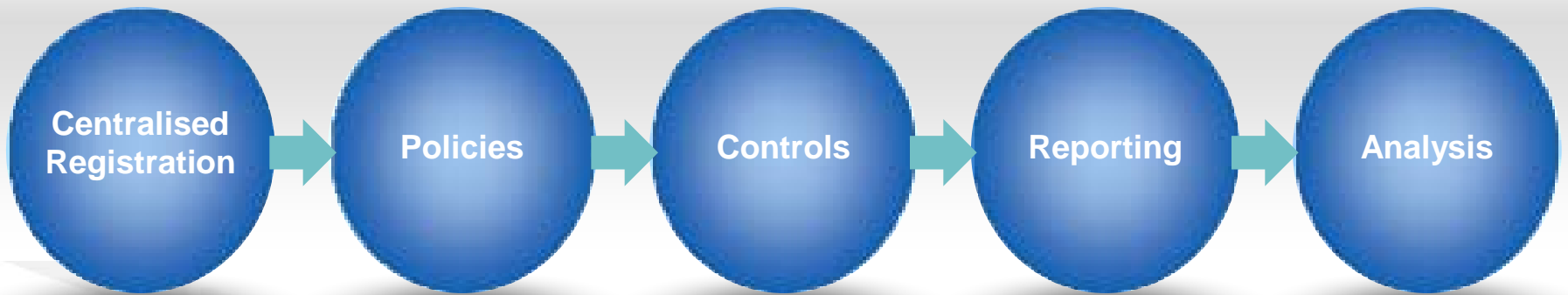
- Disciplined approach to managing **enterprise-wide** meeting and event activities, processes, suppliers and data
- Achieve **measurable business objectives** aligned with the organizations' strategic goals and vision
- Deliver value in the form of **quantitative savings, risk mitigation** and **service quality**

Components of a Best in Class
Strategic Meetings Management Program (SMMP)



Intellectual Property of NBT A Groups & Meetings Committee

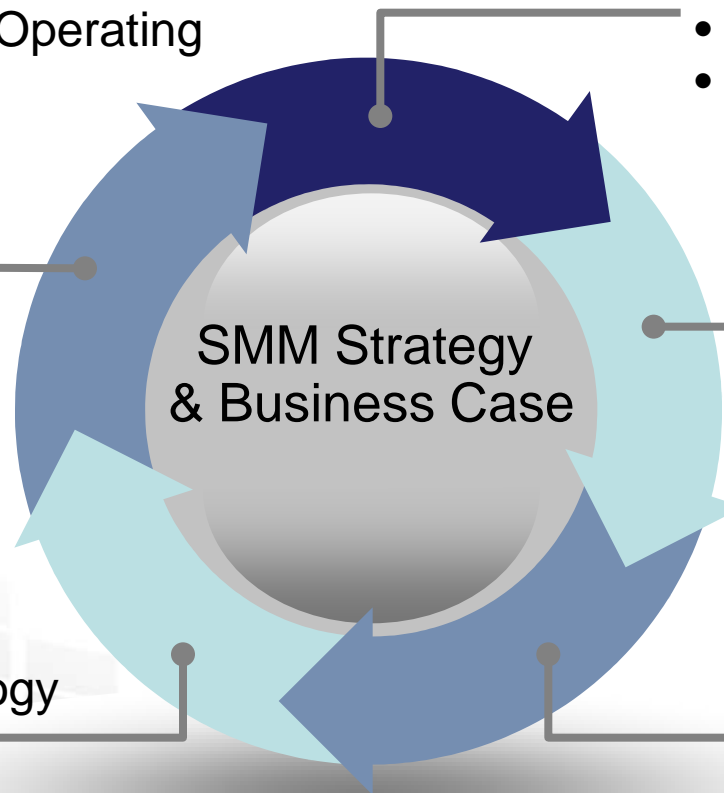
Basic SMM Elements



Critical Success Factors

- Development Standard Operating Procedures
- Clear Service Level Agreements
- Rapid Implementation

- Executive Level Champion
- Stakeholder Engagement
- Cross Functional Team



- Appropriate Technology Infrastructure

- Leverage Current Success

- Client-Defined Operational Model

Meeting Management Lifecycle

Opportunity 4

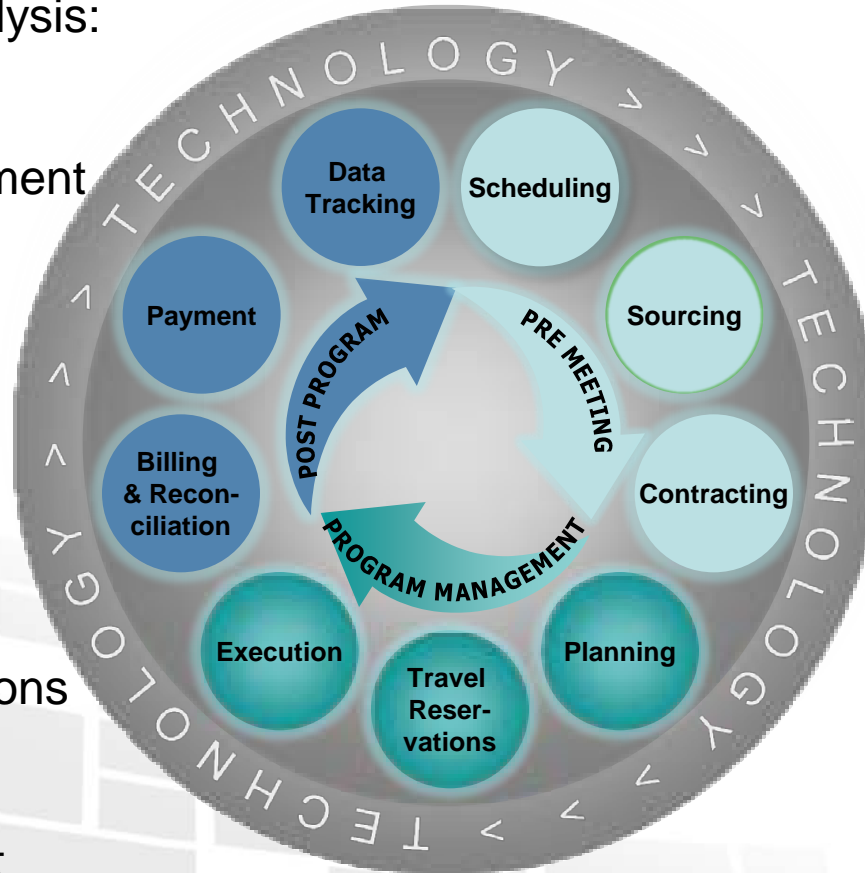
Data Collection & Analysis:

- Document value
- Analyze for improvement
- Reporting

Opportunity 3

Payment process:

- Billing & Reconciliations
- Tracking
- Budget management



Opportunity 1

Meeting procurement:

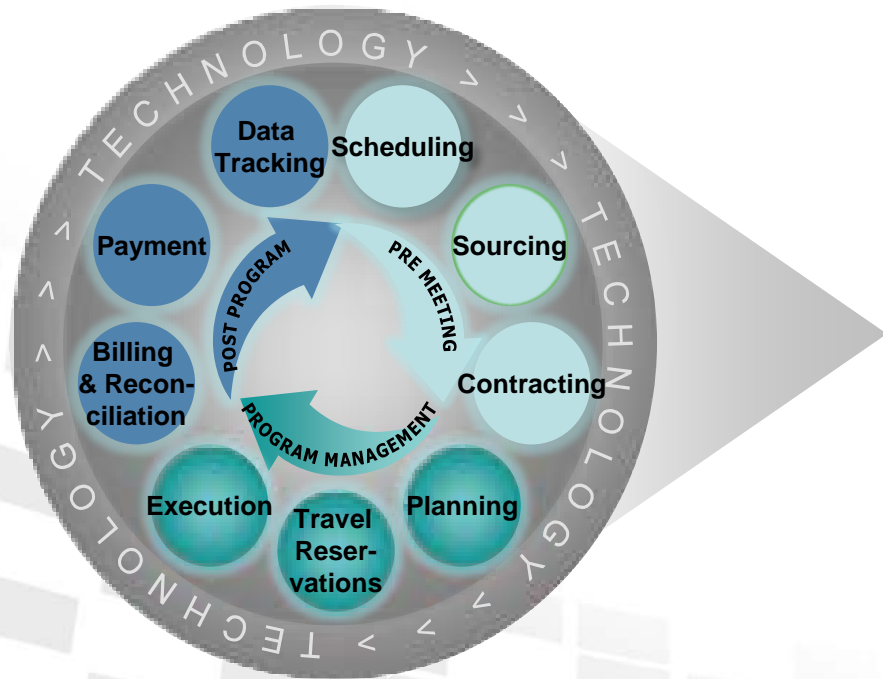
- Registration
- Budgeting
- Contracting
- Approvals

Opportunity 2

Planning process:

- Consistency
- Share best practices

The Meeting Planning Process



Key Linkages:

- Corporate Air Program
- Corporate Hotel Program
- Corporate Payment Program
- Legal Review
- Sarbanes-Oxley Review
- Data Tracking

Benefits of Strategic Meetings Management



Q&A

Facilitated by
David Kliman

Materials:

www.imex-frankfurt.com / Events

www.mpiweb.org tags: SMM, IMEX

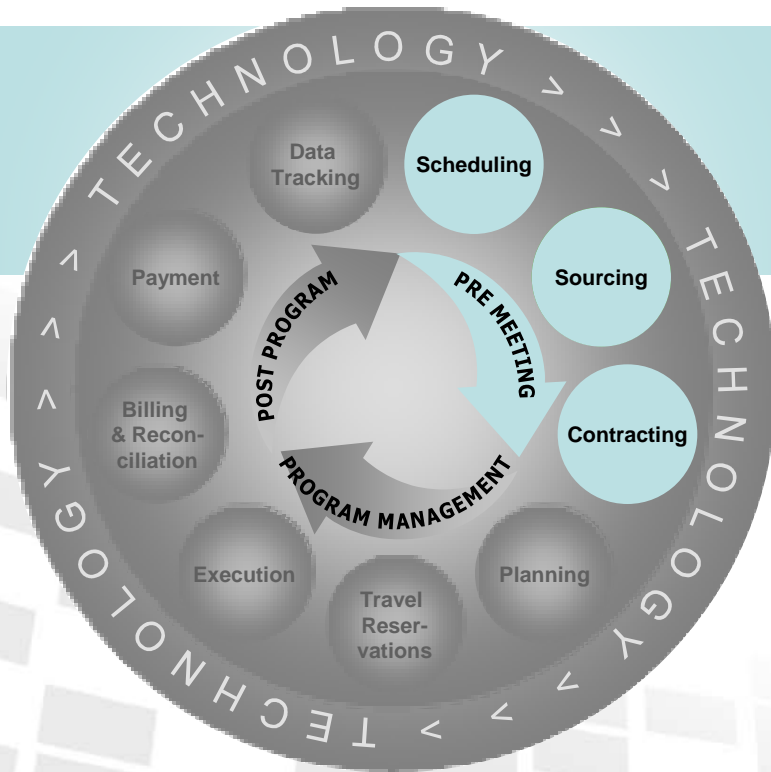
Thank you



Please stop by to see us at #E-230.

Appendix

Meeting Management Lifecycle: Opportunity 1

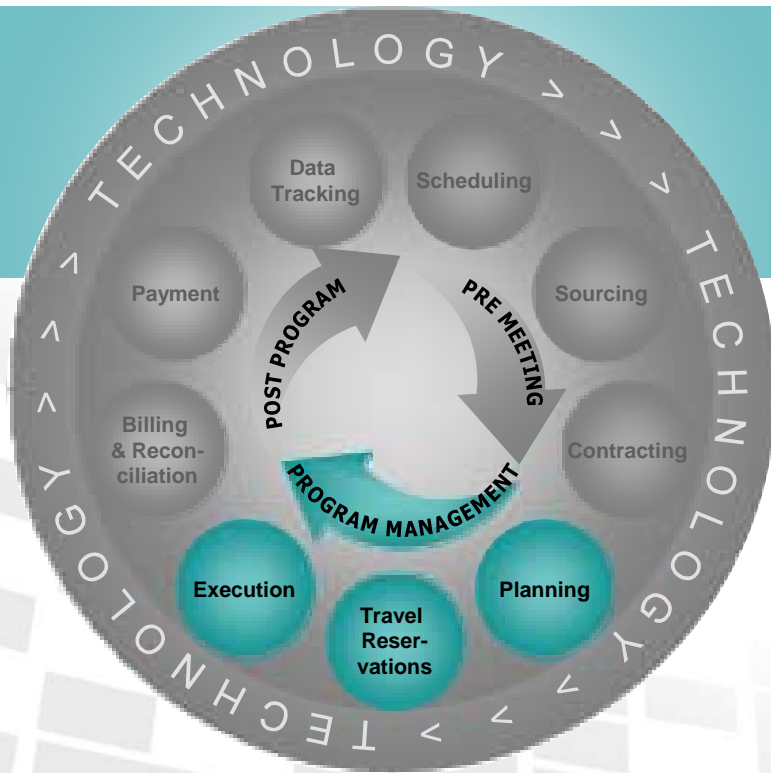


Site Selection & Contracting

- Bring objectivity to the decision-making process
- Consolidate through a professional team
- Eliminate meeting conflicts

Strong control of the meeting procurement process results in savings and reduction of corporate risk.

Meeting Management Lifecycle: Opportunity 2

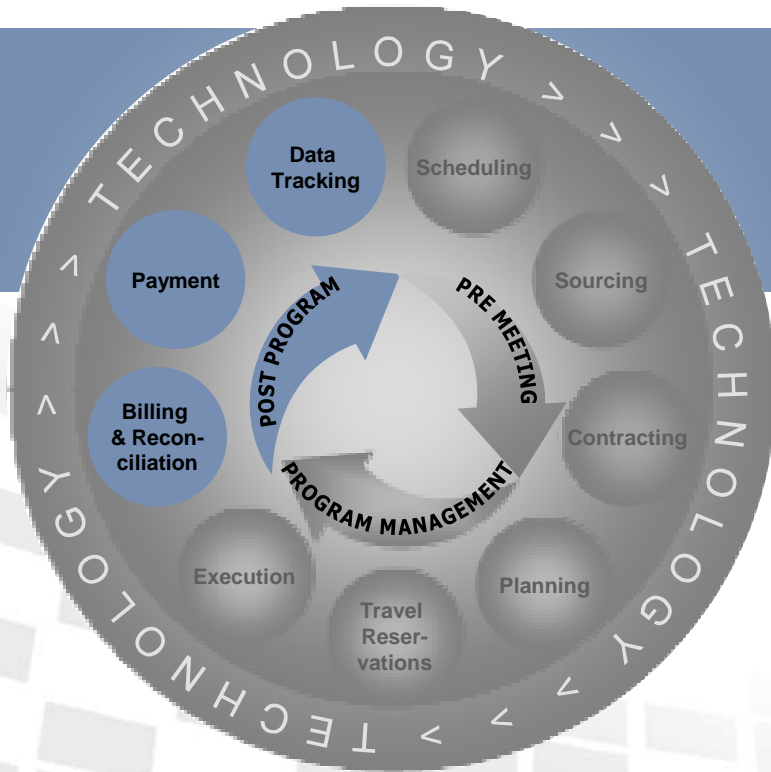


Flexibility in Planning and Execution

- Align the right meetings to the right resources
- Provide tools to streamline attendee management
- Share best practices

Flexibility in meeting logistic management approach ensures efficiency while maintaining a consistent attendee experience.

Meeting Management Lifecycle: Opportunity 3 and 4



Controlling the meeting after the meeting

- Document the value that was delivered
- Lay the foundation for the next event
- Build and maintain leverage internally & externally

Data collection allows for benchmarking, analysis and enhanced leveraging of supplier spend.

Global SMM Program

Global Pharmaceutical Company

Client Situation

Client needed a strategic partner for the design, implementation and ongoing support of a meetings management program. Given the global focus, expertise in global program management was key to ensure maximum level of adoption across the enterprise.

Account Management Approach

- Design optimal, standardized program across the organization and localize as needed
 - Account Management conducts assessments by market to review current meetings resources, processes and technology, then makes adjustments for each market based on cultural and regulatory needs (eg honoraria and reconciliations needs)
 - On an ongoing basis, review data to identify opportunities to improve the program.
- Provide access to budget tools to better manage spend and capture activity:
 - Build up a centralized web based registration process to collect information on meeting patterns and activity globally, and by region
 - Actively support the implementation of the M& E management tool and drive adoption
- Leveraging strong relationships at the local, regional and global level, work to gain buy-in across all markets, implementing the SMM program, and proposing hub solutions for smaller markets

Results

- Increased Savings: Generated cost savings by consolidating volume, re-directing purchasing to select suppliers and leveraging vendor negotiation
 - Client provided estimate of first year meetings activity in North America represented only 35% of actual activity in that region
 - First year savings were 40% higher than expected
 - Improved planning and negotiating due to enforcement of standard policies and best practices across the company.
- Increased Transparency: Developed SMMP scorecard to track all metrics providing client with clarity into activity and a way to identify opportunities for program improvement
- Increased Effectiveness: Enhanced efficiency through standardized tools, processes and technology
- Reduced Risk - Effectively managed compliance to Pharma regulations; ensure compliance of HCP expenses at both regional and individual market levels