Introduction to Strategic Meetings Management

Strategic Meetings Management (SMM) is an organized approach to manage all your events, planning processes, preferred vendors, and meetings data. Companies create meetings management programs to “achieve measurable business objectives that align with the organization’s strategic goals/vision, and deliver value in the form of quantitative savings, risk mitigation and service quality.”

Implementing a program helps streamline how meeting planning is done within an organization – minimal impact to begin tracking and monitoring meetings within a department or company or an enterprise-wide effort that centralizes how meetings are planned, sourced, contracted, and reported. The benefit is aligning a meetings program with your company’s core business objectives.

A meetings program can be rolled out in phases or deployed system-wide depending on the needs, requirements and resources of your company.

What Are the Key Components of a Meetings Management Program?

- **Registration of Meeting / Event** – visibility of meetings and events planned throughout an organization or department
- **Approval** – workflow to create an audit trail to comply with federal and industry regulations, as well as corporate policies
- **Sourcing / Procurement** – better negotiate rates and drive usage of preferred suppliers
- **Planning / Execution** – create a consistent process to plan, promote and deliver meetings and events in an automated way

Quick Fact

SMM was first coined in 2004 by the Groups and Meetings Committee of the National Business Travel Association (now the Global Business Travel Association).

- **Payment / Expense Reconciliation** – track meeting budgets and spend and integrate with financial systems
- **Data Analysis / Reporting** – central reporting database and dashboard to get real-time visibility enterprise-wide
Why Consider a Meetings Management Program?

To save: With centralized processes for such functions as venue sourcing and attendee registration, a meetings management program can pare your company’s total meeting expenditures by 10% to 25%.

To control: You can set pre-determined controls and approvals in place to prevent out-of-policy spending. And, on the back end, you can review comprehensive reports to spot maverick spenders and take action to enforce policies.

To mitigate risk: Gives you 24/7 access to data to quickly locate and bring home attendees during emergencies. Another best practice is to create standard terms and conditions for hotel contracts, can protect you from incurring onerous cancellation and attrition fees.

Getting Started

With the Cvent Meetings Management Starter Kit, we provide you with all the materials to help you navigate the process to develop a business case, secure executive buy in, and launch a successful meetings program:

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About Cvent

Cvent, Inc. provides the leading cloud-based enterprise event management platform that empowers marketers to create and manage compelling events that generate leads, engage attendees, and drive results. With more than 12,650 customers worldwide, Cvent integrates with marketing automation and CRM systems, enabling marketers to develop a 360 degree view of attendees, align more closely with sales, incorporate rich event data into existing systems, and tie events to the revenue cycle. Cvent solutions optimize the entire event management value chain and enable organizations around the world to manage hundreds of thousands of events a year.