Introduction to Strategic Meetings Management

Strategic Meetings Management (SMM)

Strategic Meetings Management (SMM) is the disciplined approach to managing enterprise-wide meeting and event related processes, activities, metrics, standards, and supplier strategies to achieve business objectives, quantitative cost savings, risk mitigation, and optimal service levels. Companies implement a strategic meetings management program to formalise the processes to achieve these goals.*

An SMM program can help you key questions around the business of meetings and events in your organisation:

1. How many events are happening on a specific day, month, quarter, or year?
2. Do you know how much your company spends on meetings and events in total? What percent of total budget is this?
3. How much does each event cost and what is the ROI on that event?
4. How do you ensure the safety and security of your event attendees?
5. Is your company brand/message accurate for every event?

Benefits of a Meetings Management Program:

**Save time and money:** With centralised 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%.

**Gain 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.

**Reduce risk:** Gives you 24/7 access to data to quickly locate and bring home attendees during emergencies. Another best practice is to identify and set up master service agreements with standard terms and conditions for all of your vendors.

**Improve experience:** By centralising all of your events, you are able to ensure that each of them has a certain “experience” that represents your organisation's brand.

*Source: GBTA - The Global Travel Association*
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). Since that time, the definition has evolved to take into account evolving business strategies.

Why Consider a Meetings Management Program?

- **Registration of Meeting / Event** – visibility of meetings and events planned throughout an organisation or department.

- **Workflow** – automates a number of processes from registration notifications to assignment notifications and everything in-between.

- **Sourcing / Procurement** – track and re-use canceled space credits; drive usage of preferred suppliers.

- **Planning / Execution** – create a process to plan, promote and deliver consistent meetings and events utilising templates and check lists.

- **Payment / Expense Reconciliation** – track meeting budgets and spend and integrate with financial systems.

- **Data Analysis / Reporting** – centralised data repository provides accurate information. Provide self-service portal access to key stakeholders.

Get Started Quickly

**Step 1:** Create a meeting request form to streamline requests from various departments

**Step 2:** Centralise sourcing to get visibility of all your events and their locations

**Step 3:** Add additional technology to capture meeting activity, automate sourcing and budgeting, and increase efficiency

About Cvent

Cvent is a leading meetings, events, and hospitality technology provider with more than 4,300 employees, 27,000 customers, and 300,000 users worldwide. Cvent's products automate and simplify the planning process to maximize the impact of events.

For more information, visit us at [www.cvent.co.uk](http://www.cvent.co.uk).