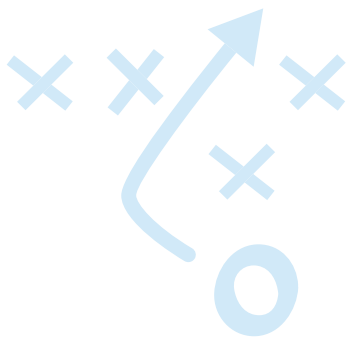




# Strategic Meetings Management

Reduce meeting costs, minimize contractual risks, and improve customer service with our Strategic Meetings Management Program (SMMP).



## ANALYZE

ConferenceDirect will conduct a full analysis of your organization's current meeting related processes and spend including strategic business reason and objectives behind the meetings to accurately measure ROI. We will interview key stakeholders, collect historical data and review current policies and procedures.

## RECOMMEND

We will present a customized-solution for your consideration from a more simplistic recommendation of action items to a comprehensive management agreement.

## IMPLEMENT

Once the appropriate solution is identified and agreed upon, we will work together to communicate, educate and train the key stakeholders and staff on our objectives. Training will include new policy & procedure roll-outs, accountability metrics, automation and technology tools, how to develop event RFPs and other critical components to support compliance with your new Strategic Meetings Management Program.

## MANAGE

Depending on the scope of work and solution chosen, we will then develop the team and engage the resources to oversee the following:

- + RFP Development
- + Site Selection & Contract Negotiation
- + Budget Planning
- + Standardize Contracts & Service Agreements Supported by Your Legal Department
- + Establishment of a Preferred Vendor Program
- + Collection of Historical Data
- + Establishment of Billing and Payment Methods
- + Reconciliation of Bills
- + Calculation of Meeting ROI
- + Development of Cost Savings Reports
- + Management of Customer Service Surveys

# Why ConferenceDirect?

- + We already possess standardized contracts and service agreements with the industry's leading brands and destinations. We will leverage our relationships to customize those contracts to your organization's needs and support compliance with your legal department.
- + Our experienced Associates are proven negotiators sourcing and booking over 11,000 events annually. We will present the best value options each time for your meeting or event.
- + Our Associates have the flexibility to support small accounts with a personalized approach and/or engage our resources to drive SMMP with some of the largest organizations.
- + We utilize our own data coupled with market intelligence to measure and benchmark proposals to ensure we are getting the best value for the options presented.
- + We will leverage your total volume and meeting-spend to mitigate damages by off-setting attrition/cancellation fees with other meetings from your organization backed by the value of ConferenceDirect's other business opportunities.



## ConferenceDirect: By The Numbers \*

11,040

Events & Meetings Per Year

3.8+ Million

Hotel Rooms Booked Per Year

\$778+ Million

Group Room Contracts Per Year

450

Events Managed by Conference Management

262,800

Transactions Handled by Registration

636,000

Room Nights Booked Through Housing

12,000

Rooms on Peak - Largest Housing Group

40,000

Transactions - Largest Registration Group

\* Statistics are as of year-end 2016.

Let's Talk

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