

Pioneering Global Meeting Management

SITUATION:

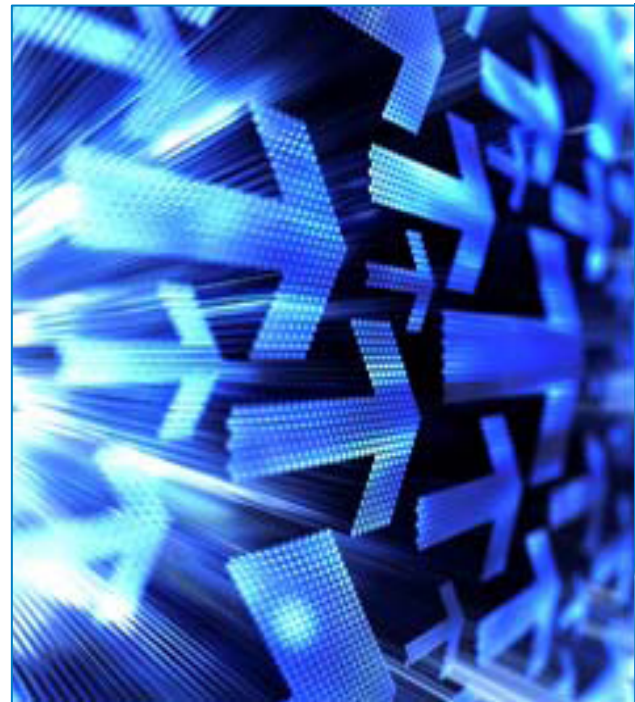
- The world's leading document management technology and services company was looking to reduce and consolidate their overall spending on internal meetings and events
- A Strategic Meetings Management (SMM) solution was implemented in North America in 2006, with the goal of some day taking the process to their global offices

OBJECTIVE:

- Gain a total view of meetings spend and leverage that spend to ensure the best value and maximum savings
- Develop a consistent method for delivering meetings and events
- Measure and report on all meeting and event activity
- Move a successful North American SMM operation to a global operation, starting with offices in Europe

SOLUTION:

- Recommend and develop a phased implementation strategy
- Step one: Evaluate the European market to identify key similarities and differences that need to be factored into an overall SMM strategy—including funding sources, cross border billing, VAT recovery, language and cultural differences
- Step two: Define transferable practices and procedures as well as gaps that need alternate solutions in order to create an implementation process plan



SOLUTION: (continued)

- Step three: Create a dedicated team of meeting professionals in Europe to integrate defined SMM processes and procedures
- Step four: Leverage global relationship with BCD M&I's technology solutions partner to manage the flow of information and to capture data

EXECUTION:

- Created a Centre of Excellence for SMM operations, located in the Benelux region
- Provided SMM client services in three languages—English, Dutch and German
- Developed standard procedures to ensure consistency in delivery for all participating client locations, despite country, language or currency

RESULTS:

- Successful North American SMM practices have been launched and integrated throughout the European market
- After three months of program operation they were on track to achieve the targeted 12% savings
- Planning process has begun for SMM implementation in the APAC region