



MPI NEW ENGLAND EDUCATIONAL INSTITUTE & NETWORKING RETREAT 2009

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How to Create a Strategic Meeting Management Program

karen m. king, cmp, cmm
principal & founder
meeting strategists, llc



NEW ENGLAND CHAPTER

DEFINING THE POWER OF MEETINGSSM

Learning objectives

- ❑ Understand the framework (8 steps) of SMMP
- ❑ Essentials for building a compelling business case
- ❑ Identify quick wins and risks
- ❑ Increased business understanding and your ability to drive implementation

What is SMMP?

“Strategic Meetings Management (SMM) is a disciplined approach to managing enterprise wide meeting and event activities, processes, suppliers and data in order to achieve measurable business objectives that align with the organizations’ strategic goals / vision, and deliver value in the form of quantitative savings, risk mitigation, and service quality.”



According to Kevin Iwamoto*

“You can only have one SMMP per company; and it’s really driven by strategy, which is reflected by policy. It’s all about meeting architecture, strategic planning and meeting procurement of sources.”

*Vice President of enterprise strategy of StarCite

Context for change

- ❑ Assess current corporate environment and opportunities
 - Engage stakeholders
 - Implement change management
 - Develop communication plans

NBTA's components:

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



First step - policy

- Revise and establish new expectations
- Develop new processes
- Establish consequences of non-compliance
- Communicate and educate –why changes?



Registration process

- Develop a meeting calendar
- Review and identify trends
- Plan strategically
 - leverage
 - eliminate
 - virtual



Approval process

- ❑ Implement approval process
- ❑ Re-evaluate thresholds and timing of approvals



Engage procurement

Renegotiate existing contracts to include:

- new language
- revise attrition
- cancelation
- re-sell clauses

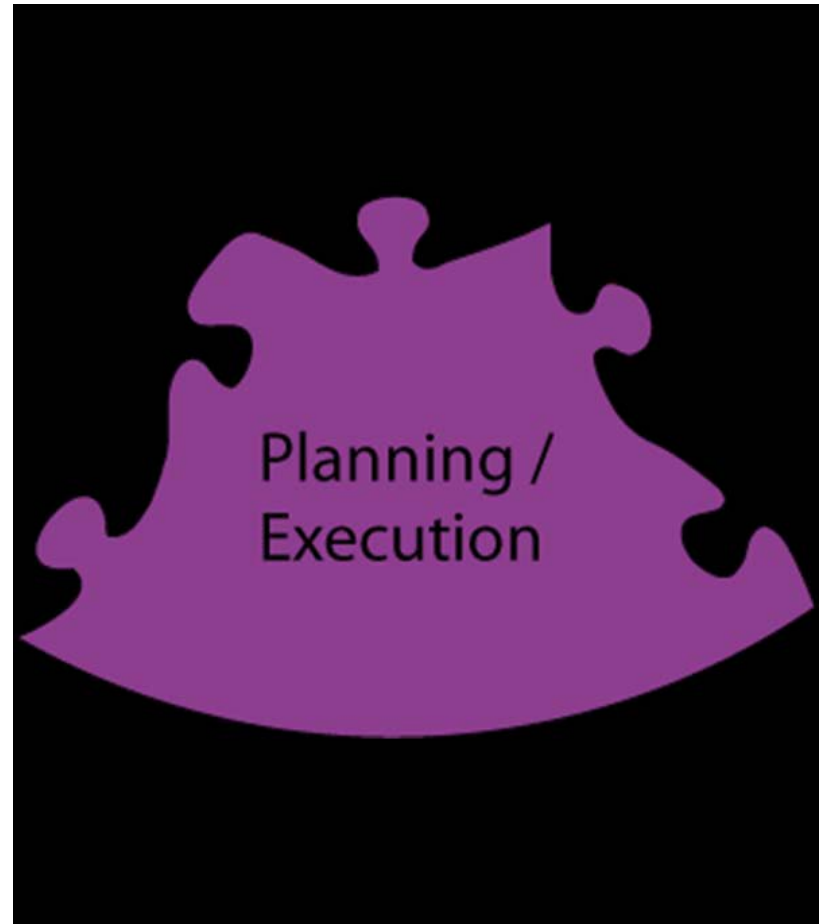
Bundle programs



Processes....

Develop measures that weigh the value of:

- Return on Objectives (ROO)
- Return on Investment (ROI)



Spend analysis

Assess payment practices

Implement program to ensure data capture and visibility to spend and “spenders”



Reporting

- ❑ Capture AND report metrics
- ❑ Be proactive to influence business decisions



Technology...

- ❑ Integrates standard operating procedures
- ❑ Consolidate data on meetings and transient spending



What's next?

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



What are the true goals?

- Qualitative cost-savings
- Risk mitigation
- Superior service

First steps...

Follow the \$\$\$\$

How do you get started?

□ Define

- What is the problem/opportunity
- What is the scope of the challenge
- Identify the stakeholders

□ Measure

- Analysis of the current situation
- Search through finances

How do you get started?

□ Analyze

- Seek cost savings/avoidance opportunities
- How can you improve processes
- How can you mitigate risk

□ Build

- Who else is doing this?
- Develop a plan
- Determine the priorities

What concerns me...

- ❑ Don't forget the strategy piece
- ❑ Branding has been overlooked
- ❑ It is not easy!



meeting consulting, design, & management