



SIMPLE MEETINGS

The Last Piece of the Puzzle

WHAT IS A SIMPLE MEETING?

A simple meeting is a combination of sleeping rooms, meeting space, F&B, audio visual, and air - with a common agenda and room block for an average of 4 to 250 attendees.

It is defined by complexity, not size:

SIMPLE MEETINGS

- Internal Meetings
- Sales Meetings
- Speaker Series
- Breakfast Events
- Trainings
- Store Openings
- Recruiting
- Project Teams

COMPLEX MEETINGS

- Large Marketing Events
- City Wide Conventions
- Trade Shows
- High Visibility Board Meetings

For all of the reasons you have a managed travel program and for all the reasons you manage your large meetings, you must manage the small and simple meetings that have fallen in the gap.

You've spent years implementing a Strategic Meetings Management Program (SMMP) but are you managing 100% of your meetings?

Simple meetings, which represent 60-80% of your meetings are unmanaged because until now, the focus was on larger events and no end-to-end enterprise solution has existed.

Sure, you might have a handle on your transient bookings, but as you know, as soon as someone needs more than one room, they bypass your travel department, and you lose visibility.

You can no longer ignore this segment of travel spend.

The final piece of the SMM puzzle is here! Groupize Meetings fixes the gap between Transient Business Travel and Large Meetings. Groupize can help you gain visibility into your rogue bookings and take control of the chaos from your groups and simple meetings.

It's integrated with Concur, easy to use, affordable, full of features and helps you combat risks and to **take control of your simple meetings once and for all!**

WHY NOW?!

Why have you avoided simple meetings in the past and why should you invest in solving this problem now? Maybe you have thought about it and have determined that it's too complicated, too expensive or not part of your responsibility. With simple meetings decentralized and mostly organized by travel arrangers and executive admins without tools, support, policies or oversight, your corporation is exposed to significant and unnecessary risk.

Every day you wait to address this large category of spend, you are exposing the company to unnecessary risk, wasting the organization's money and advocating for inefficient processes. Now that technology is available, which of these are OK with you?

In no particular order, here are the top reasons to manage your simple meetings:

1. Duty of Care
2. Risk Mitigation and Contract Signing Authority
3. Negotiated Savings
4. Supplier Management
5. Manual Process and Inefficiencies
6. Cost Savings



AUGMENT YOUR EXISTING INVESTMENTS:

Until now, other solutions have focused solely on large events, resulting in over-engineered and cost prohibitive products. This explains why the most sophisticated Strategic Meetings Management Program only captures 20% of overall meetings.

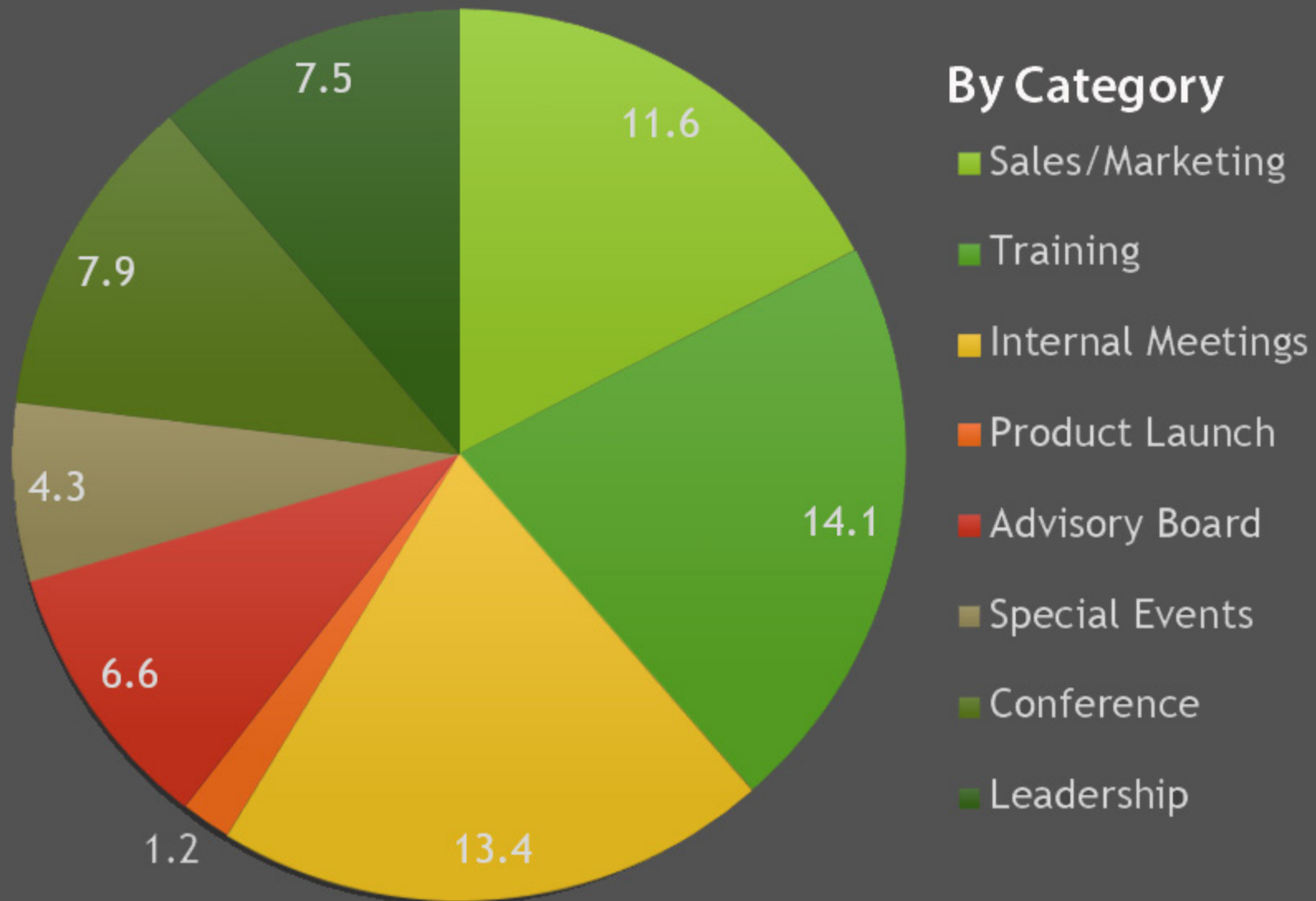
If your meeting department has already made a significant investment in another tool - why do you need Groupize? Because if that platform could satisfy the needs of the smaller, simpler meetings that are being managed by your admins and travel arrangers, they would be in that system and you would not be reading this. Complex tools were designed for professional planners who spend 24/7 in the tool and have spent hours in training. The tools also cost per user, per attendee, have setup fees and more. So how could you possibly budget to expand the use of those expensive tools when you have no idea how many meetings are left exposed?

Groupize is designed to be deployed enterprise-wide in a self-service or “hybrid” model to support all the meetings where your current meeting team cannot handle or provide enough value to justify their cost and time. It is designed to complement your existing investments in Concur and your larger meeting tool.



Based on study results, 60% to 80% of meetings fall under the category of simple

Source: American Express Meetings & Events NA Study 2016



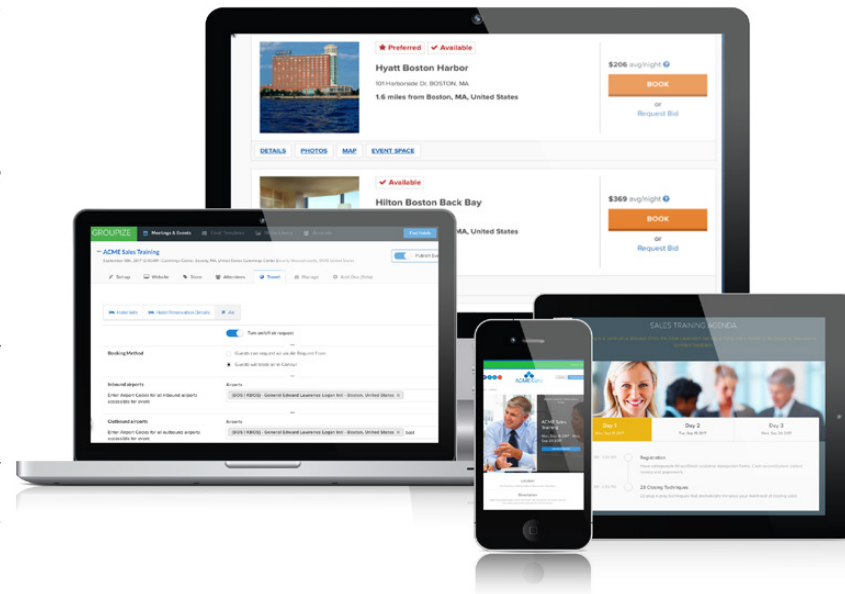
DUTY OF CARE:

According to the GBTA Corporate Social Responsibility ToolKit, understanding and mitigating risks is extremely important for traveling employees, their families and their employers, yet often companies do not seem to provide the right level of care.

Ask yourself: *Where can you access the hotel reservation for an employee attending a conference?*

When your employees are at a meeting, even an internal one, you may know their flight plans. However, if the hotel is a contracted block, the attendee's hotel information is likely not available to your agency or emergency process (iJet, iSOS, and others), unless the traveler takes the time in their air booking to tell you.

So why is Duty of Care critical if it does not apply to all employees at all times? It's a must to book in channels connected to your agencies GDS or your self booking tool. Groupize with our integration with Concur, can push contracted block bookings back into Concur providing full visibility.





RISK MITIGATION:

Why is it that most employees cannot purchase a ream of paper without going through an approval process, but they can sign a hotel contract? Sure, it's out of policy, but you know it's happening and for some reason, it is considered okay. Why shouldn't you have control over all contracts? The American Express Global Business Travel Meeting & Events Report 2016 highlights that most meeting procurement bypasses standard processes.

Clauses like Mutual Indemnification, Limited Liability, Insurance Minimums, Cancellation Clauses, Attrition Clauses are all common elements that a professional meeting planner would insist on. However, the occasional planner likely is not as well informed. One canceled meeting can cost thousands of wasted dollars. One small accident on the property can even expose your company to unnecessary litigation. Or perhaps your industry requires regulatory compliance?

How can you continue to let this happen under your watch?



STOP
ATTRITION

NEGOTIATED SAVINGS:

Hotels love the phone inquiry. If they can say “YES, we have the space for your dates,” they can close the sale without a competitive bid. The occasional planner is happy because they have a location and one less thing to deal with. However, what did they leave on the table?

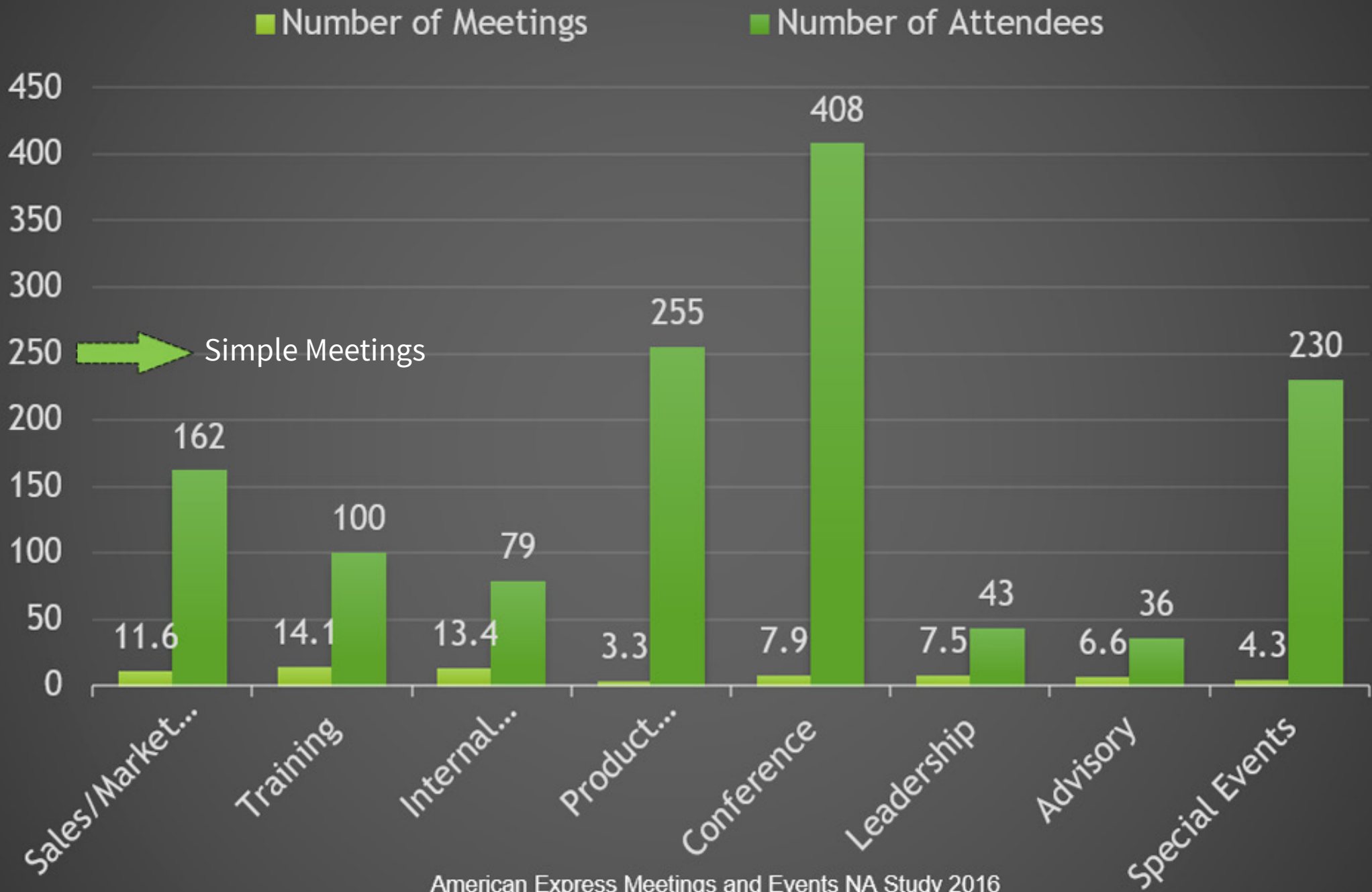
When a bid is submitted in Groupize, the hotel knows it is a competitive situation because you can quickly select and compare multiple properties at once. Same amount of time as one phone call, yet it is automatically submitted in a competitive negotiation stance. Incremental costs add up to a large aggregate spend.

Since booking a meeting is the ultimate “spot buy” - it is not conceivable to say accurately that you will save an exact percentage each time you source.

However, you have the ability to tell the hotel it’s in a competitive scenario, and as importantly, you finally have the data to understand what is being negotiated (or not) in your company. You can train and educate, or you can decide to apply an enhanced policy or hire 3rd party to support negotiations. Today, because your folks are using the phone, you do not have all of the information you need.

Meeting Sizes Are Smaller Than You Think

60%-70% of meetings are under 250 attendees



CONVERGENCE OF TRANSIENT MEETINGS:

Typically, your hotel spend gets split into transient and group categories. When you negotiate your transient rates without the power of ALL YOUR HOTEL spend, you are not effectively managing the process. You are dealing with half the deck. Empower your team with ALL of your hotel spend, including groups/meetings/project/transient. You will inevitably get a better rate for all your travelers and have a deeper understanding of where your business is in order to develop a more comprehensive program. You can then provide the tools to make it easy for your small and simple groups to leverage these negotiated rates and preferred supplier relationships. These rates are not available to your travel arrangers booking on an OTA.

BID SUMMARY

NAME: ABC Group							
EVENT TYPE	CITY	#OF ROOMS	CHECK IN	CHECK OUT			
Meeting	BOSTON	20	Wed, 25 Feb 2015	Wed, 25 Feb 2015			
HOTEL	ONLINE EST RATE	PROPOSED RATE	F&B	MEETINGS	TOTAL RATE	PROPOSAL	STATUS
Lenox Hotel Back Bay Copyrty	\$275.00 avg/night	\$275.00	TBD	TBD	TBD	N/A	Waiting for Proposal
Milkenium Bostonian Hotel Boston	\$375.00 avg/night	\$375.00	\$500.00	\$1,000.00	\$1,000.00	VIEW	Quoted
Hilton	\$265.00 avg/night	\$225.00	\$300.00	\$900.00	\$900.00	VIEW	Declined

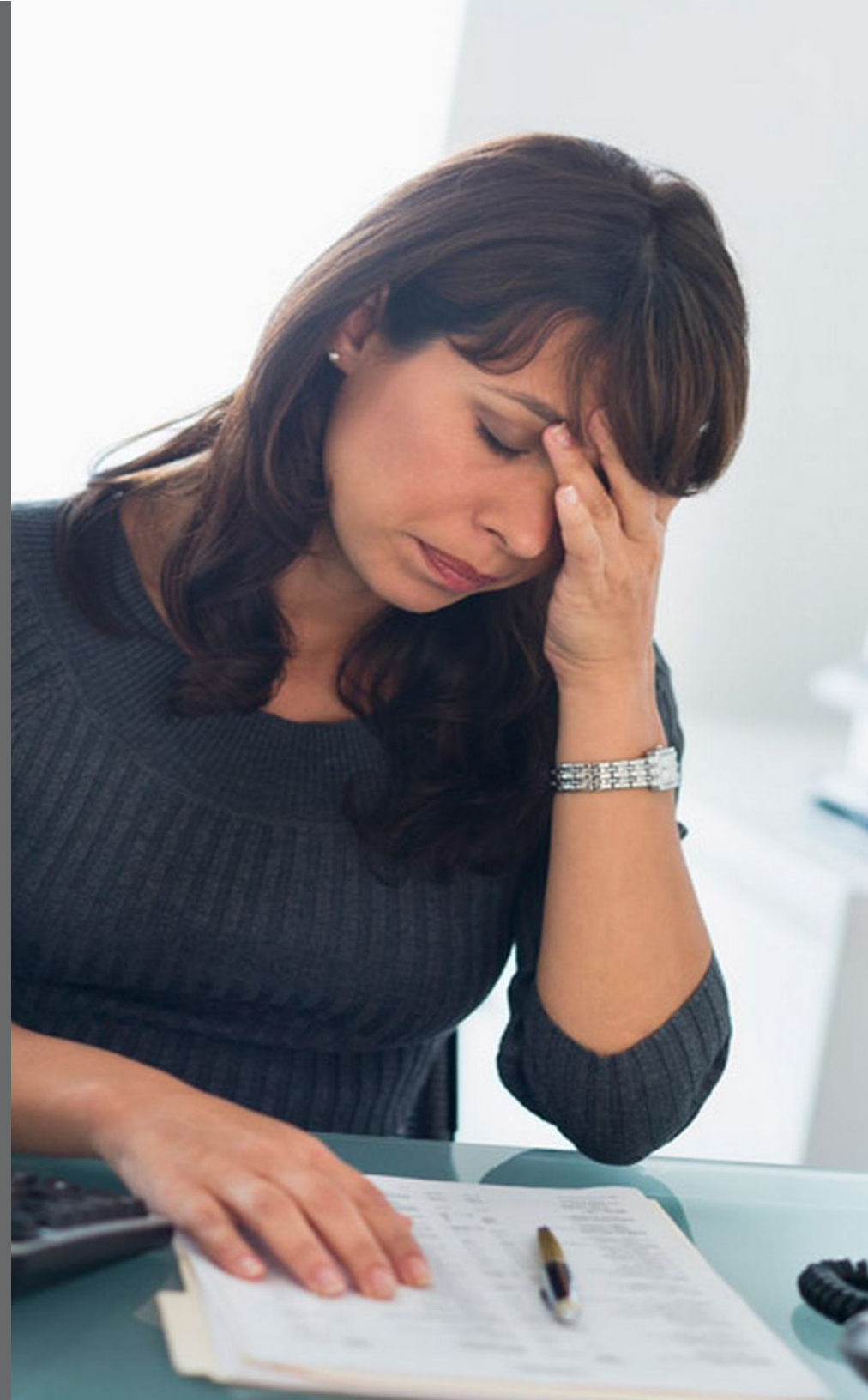
NAME: TEST Group							
EVENT TYPE	CITY	#OF ROOMS	CHECK IN	CHECK OUT			
Meeting	BOSTON	20	Wed, 25 Feb 2015	Wed, 25 Feb 2015			
HOTEL	ONLINE EST RATE	PROPOSED RATE	F&B	MEETINGS	TOTAL RATE	PROPOSAL	STATUS
Lenox Hotel Back Bay Copyrty	\$275.00 avg/night	\$275.00	TBD	TBD	TBD	N/A	Waiting for Proposal
Milkenium Bostonian Hotel Boston	\$375.00 avg/night	\$375.00	\$500.00	\$1,000.00	\$1,000.00	VIEW	Quoted
Hilton	\$265.00 avg/night	\$225.00	\$300.00	\$900.00	\$900.00	VIEW	Declined

NAME: IGN Group							
EVENT TYPE	CITY	#OF ROOMS	CHECK IN	CHECK OUT			
Meeting	BOSTON	20	Wed, 25 Feb 2015	Wed, 25 Feb 2015			
HOTEL	ONLINE EST RATE	PROPOSED RATE	F&B	MEETINGS	TOTAL RATE	PROPOSAL	STATUS
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SPREADSHEET HELL?

When was the last time someone at your company said: “Gee, I wish I had more work to do?” Every department is stretched thin, yet when it comes to smaller, internal meetings planned outside the meeting department, occasional planners and admins are expected to juggle multiple spreadsheets for each aspect of the event (RSVP, Rooming List, Arrival & Departure manifests, meal selections, breakout selections, special needs, etc.) Manually intensive, prone to mistakes and visible to no one.

Why wouldn't you empower them with a platform to make them more efficient in their daily job? Can you say happier colleagues? Let them focus on the attendee experience.

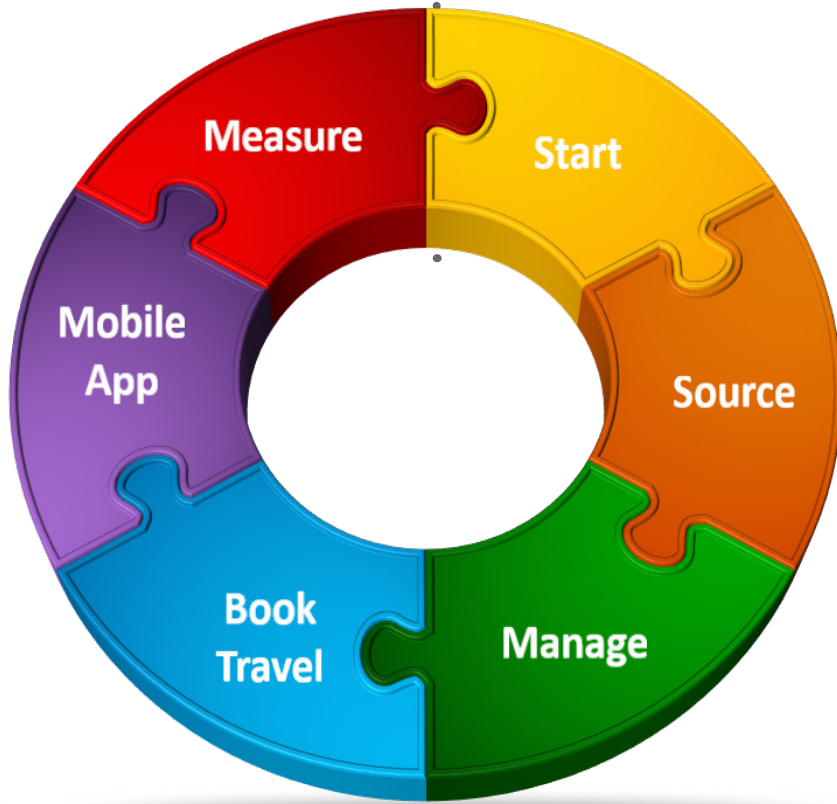


COST SAVINGS - AIR:

When you plan a meeting, you usually do so well in advance, which offers a real savings opportunity on the air bookings. But unfortunately, all your attendee rogue and last minute travel bookings can really put a costly dent in your budget.

If your RSVP data is separated from your air bookings data, you will know who is coming but still hasn't booked their air travel.

Wouldn't it be great to easily identify and communicate out to those individuals who have not booked their flights? How about people that are flying in after the welcome reception is over? ***Imagine what savings can be achieved by reducing the headcount of \$95 per head per event?***





“Most category and SMMP leaders have a general assumption that simple and smaller meetings aren’t worth the time and effort to oversee and manage. What many fail to recognize, however, is that the aggregate sum of these meetings add up to a large spend volume that if left un-managed and under the radar, leave opportunities for savings on the table. In addition, and more troubling, is that the same risks that are inherent without a SMMP still apply to simple meetings. The level and size of these risks will remain unknown without any data collection of simple meetings spend.”

*- Kevin Iwamoto, Senior Consultant,
GoldSpring Consulting*

INTANGIBLE REWARDS*:

**Excerpt from "Keeping it SiMMPlE A to Z" newsletter*

Many organizations find that one of the significant intangible benefits of an SMM is the centralized corporate calendar, on which all meetings that have been registered can be published. Although the centralized calendar has been around for years, it had not always been a primary focus of SMM and definitely not utilized for simple meetings.

Calendar benefits include:

- Visibility to meetings so executives don't get unintentionally double booked. Employees can access the calendar prior to planning new meetings so they can avoid conflicts.
- Key partners, such as corporate security can gain insight 24/7/365 into types and locations of meetings in order to mitigate reputational risk and improve duty of care.
- Business Units can see the meeting portfolio for their specific team.

keeping it
SiMMPlE
Strategic Meetings Management: Practical, Light and Effective

USER EXPERIENCE*:

An improved and consistent user experience before, during, and after the event has become mission critical for many organizations. Having a consistent and intuitive attendee registration process from meeting to meeting is essential.

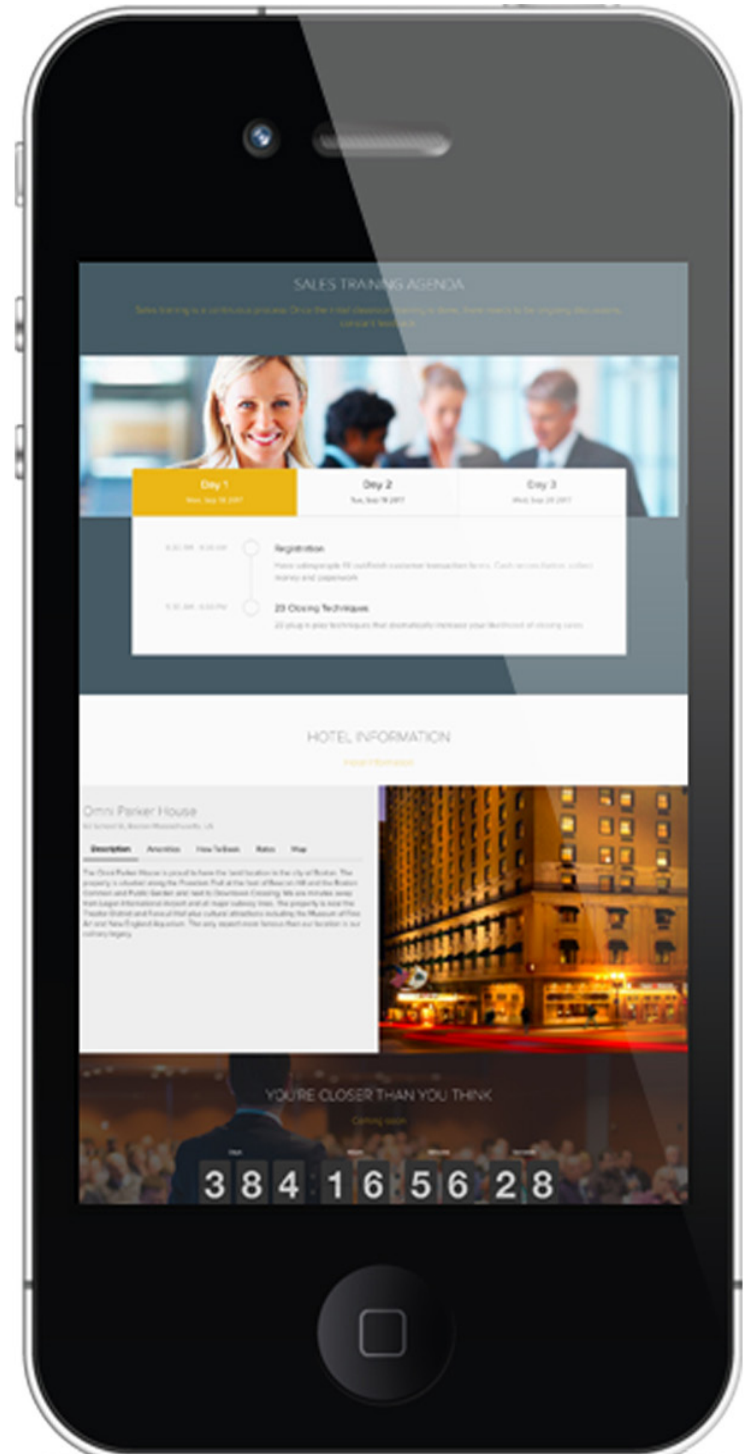
With the proliferation of Meeting Apps, the user experience during the meeting is enhanced via instant access to the most current meeting information, and with networking and engagement opportunities.



*Excerpt from “Keeping it SiMMPlE A to Z” newsletter

Courtesy of Betsy Bondurant, CMP, CMM / President, Bondurant Consulting

www.bondurantconsulting.com



SUMMARY:

Simple Meetings is the Last Piece of the Puzzle for a Managed Corporate Travel Program



Duty of Care

- Know where your attendees are at all time
- Integrates to GDS & Concur
- Visibility into all Meetings

Risk Mitigation

- Portal with policies
- Approvals
- Centralized contract signatures
- Minimize attrition clauses
- Hotel addendum
- Visibility into rogue bookings

Savings

- Savings of 5-25%
- Get 3-5 Bids
- Maximize negotiated rate programs for transient and meetings
- Enforce preferred hotels
- Save time and money

Engagement

- Easy to use
- B2C feel & fun tools
- Better Meetings experience End to End solutions

Data

- Company wide visibility into 100% of Meetings
- Savings reports
- Spend reports
- Logistic reports
- Meetings Intelligence

groupize

Groupize offers the leading end-to-end platform for simple corporate meetings. Groupize is revolutionizing meetings technology with innovative, self-service solutions that reduce the complexity of starting, sourcing, managing and measuring simple meetings.

Groupize is a privately held company and headquartered in Boston, MA. For more information, please call 1-855-Groupize, visit groupize.com or contact your TMC.



**APP
CENTER
PARTNER**

Groupize Meetings is now available in the [Concur App Center](#).