

Benefits to your organization

- Create momentum and achieve stakeholder buy-in
- Successfully kick-start your program
- Establish the scope and scale of the program
- Consolidate data points and understand your meetings spend
- Quantify realistic ROI potential
- Design tailor-made roadmap to get to the next level

An Effective Program Structure



Meetings Management Consulting

Meetings matter. Educating, motivating and uniting your employees and customers are essential parts of doing business. But the challenges of effective meetings management continue, as companies seek to control costs, increase process efficiencies and ensure their meetings fulfill strategic objectives. Many organizations find themselves struggling to create meetings spend transparency and measure the ROI and effectiveness of their meetings management initiatives.

Advito can help you develop a baseline of your organization's meetings-related activities. We quantify the value of your meetings management program and develop a roadmap to realize potential savings and opportunities for efficiencies. We provide business expertise, coupled with solid industry-specific data, to help your organization develop a comprehensive approach to meetings management...one that looks beyond direct costs and is well suited for your company's strategic goals and unique culture.

Components

Advito's customer-centric philosophy means that we tailor each engagement to your needs. An engagement can be local, regional or global in scope and include one or more of the following elements:

▶ **Comprehensive Organizational Framework Assessment.** Advito's in-depth diagnostic uncovers and evaluates major factors that impact the implementation of a meetings program, including personnel involved, processes, behaviors and existing technology, and takes into account the structure of the organization. Our consultants will:

- Understand corporate goals, objectives and culture
- Identify significant sponsors, planners and key stakeholders
- Conduct focused interviews with relevant stakeholders
- Map meeting processes
- Review relevant policies

▶ **Spend Analysis.** Advito has developed a proven methodology for consolidating and effectively utilizing multiple sources of data. This data allows Advito to estimate and analyze your meeting spend. Our consultants will:


- Identify and qualify relevant data sources
- Conduct meeting planner survey
- Validate and consolidate spend categories
- Identify overlap with transient travel spend
- Validate baseline findings with relevant stakeholders

▶ **Benchmarking.** Using a comprehensive survey to gather qualitative and quantitative information about your meetings program, Advito measures your program's performance against those of your demographic or industry peers, and provides specific suggestions for improvements in form of a detailed action report. Our consultants will:

- Analyze meeting patterns
- Benchmark against good practices
- Benchmark against peer group spend, volume, industry and geography



Why Advito?



Advito helps you understand whether your organization can benefit from formalizing your meetings program today – or how your existing program can be improved tomorrow.

- ▶ Client-centric philosophy with a customized approach to service
- ▶ Unbiased perspective provides credible counsel
- ▶ Global, regional and local expertise and reach
- ▶ Proven track record of success
- ▶ Exceptional project management and analytical skills

Get started

If you would like to know more about how Advito's proven methodology and customized approach to Meetings Management Consulting can benefit your organization, please speak with your account manager or contact us at advice@advito.com.

