M&C Distance-Learning Course: Launching a Strategic Meetings Management Program

A Four-Part Series on Implementing SMMP in your company

Presenter: Debi Scholar, CMP, CMM, Principal, The Scholar Group
Moderator: M&C Editor Loren G. Edelstein

All meeting planners will earn CMP credits for participation.

Part 1: Plotting SMMP Strategy
October 6, 2010
2:00-3:00 PM EDT
Review the key components of a Strategic Meetings Management Program, understand the benefits of the initiative and learn how to present the idea to top management and key stakeholders. Among takeaways is an extensive template participants can use for building a professional business case.

Part 2: Establishing a SMM Policy
October 13, 2010
2:00-3:00 PM EDT
A policy governing Strategic Meetings Management is much deeper than a traditional meetings policy. Key components include risk management, security, contracting and compliance. Participants will receive a policy template that can be tailored to individual needs.

Part 3: Implementing SMMP
October 20, 2010
2:00-3:00 PM EDT
Putting the plan in action involves targeted marketing, communications and change management strategies. Learn to develop an action plan for rolling out the results of your efforts. Among takeaways is a suggested timeline.

Part 4: Measuring the Success of Your SMMP
October 27, 2010
2:00-3:00 PM EDT
Benchmarking, measuring and reporting are critical steps in ensuring the effectiveness of SMM. Learn the key tools and techniques to use to demonstrate hard- and soft-dollar value and strive for continual improvement.

The series in October will be $49.95 for all four sessions.

To register go to www.mcmag.com/smmpseries

The series will be available on-demand for 12 months after the live launch dates.