

# Strategic Meetings Management Challenge

## The Experience

Teams are immersed into a competitive, challenging and captivating experience to work on a realistic strategic meetings management (SMM) initiative. Their goal is to create the highest scoring SMM program with limited time and resources in a constantly changing environment with roles ever evolving. Participants will experience the benefits of creating the business strategy with key stakeholders, identifying priorities and teaming across multiple business units and with suppliers.

## Overview

The SMM Challenge® addresses the common pitfalls of creating an SMM program while maintaining a busy meeting/event schedule. Participants are placed in circumstances and in roles that may be unfamiliar to them yet occur when leaders, planners and suppliers come together to achieve a common goal.

## Key Learning Points

- Learn how vision and strategy benefit the end result
- Recognize the value of asking, "What's Possible?"
- Discover how optimizing resources will improve the success of the program

## Details

Teams of 2-5 participants; and up to approximately 200 for one session

Full session – 4 hours

Selected components – 1-3 hours

Conference segments of 15-30 minutes

Custom design available

Suitable for cross-functional teams, hybrid teams from in-sourced and outsourced organizations, and individual participants

Ideal for both conference and training settings for corporations, meeting planning companies, meeting technology companies, travel management companies, hotels, destination management companies, other suppliers and associations

# SMM Challenge

challenge yourself

Experiential Learning cultivates a safe and credible environment where decisions can be tested without retribution and self-discovery can evolve with successes.



**Scorecard**

Category	Points
Strategy and Governance	5
Policy Development	5

**Challenge 4**

Cooper Conglomerate  
LLB Widgets  
MLC Services  
BRS Medical Devices

The BRS Medical Devices Leader requested that his Marketing Coordinator ("MC") source and plan a 2-day education meeting for 50 Healthcare Practitioners in Milwaukee in May. The MC was not consulted.

**Rotating Roles within each Team**

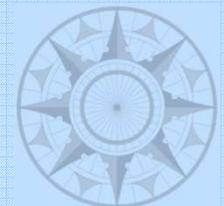
**Meetings Leader** – a leadership role that provides the management over the meetings sourcing and planning team. In some teams, this role may be outsourced to a supplier and in other teams, it may be insourced to the organization. Has ultimate authority within the team.

## Instruction

Debi Scholar earned her Certified Technical Trainer designation in 1996 when she owned her own training firm. She developed the "SMM Challenge" experiential learning course using her 22 years in the Training and Development industry and her numerous years in the hospitality industry. As a classroom, face-to-face trainer for over 15 years, and a frequent travel and meetings presenter at numerous conferences, she has a natural ability to convey complex knowledge in conversational methods.

## Results

- Create vision and change
- Build the right teams with the right skills
- Think creatively and develop processes
- Manage and succeed in a matrix, hybrid environment
- Foster communications



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