

12 Ways to Improve your Meetings Program Launch

Strategic Meetings Management (SMM)

1

Reverse Engineer

Start with the End Goals in mind. Develop Program Strategy. Be flexible and course-correct as necessary.

Use the "SMM Business Plan Template" and "70 Services to Expect from Suppliers Guide"

2

Involve People

Get opinions from Administrative Assistants, Managers, Leaders and Suppliers. Educate, Communicate, and Motivate.

Use the "SMM Interviews, Surveys, and Change Management Toolkit"

3

Sell Benefits

Tailor the advantages of the Program based on each person's priorities. Understand your organization's priorities and the different departments' perspectives.

Use "SMM Scripts for each Stakeholder Group Guide"

4

Define Opportunity

Determine the scope, issues, and opportunities of your proposed Strategic Meetings Management (SMM) Program. List current state vs. future state plans.

Use the "SMM Business Plan Template"

5

Obtain Baseline

Measure the current state of meetings / events including spend, risk exposure, efficiency, and service. A Starting Point! Can move forward without baseline if necessary.

Use "SMM Spend, Risk and Service Analysis Guide"

6

Tackle Risks and Costs

Reduce risk exposure in each of the 7 categories. Reduce meeting / event costs in each of the 11 categories. Target the biggest opportunities first and make a difference.

Use "Risk Mitigation, Savings, and Cost Avoidance Playbook" and "Crisis Management Guide"

7

Develop Plan

Develop a 12-month project plan with key milestones to be completed within 3, 6, 9 and 12 months. The place to start depends on your organization's goals.

Use the "Best Practice SMM Project Plan"

8

Automate Process

Map out the current end-to-end process and determine what can be automated. Don't shop for piecemeal technology. You own data if you own license.

Use the "Technology Improves Productivity Guide" and "Meeting Management Technology RFP"

Order of activities may be different in each organization.

©Debi Scholar. 2013

Debi Scholar

www.SMMBenchmark.com

1-908-304-4954

www.TEPlus.net

Debi@DebiScholar.com

12 Ways to Improve your Meetings Program Launch

Strategic Meetings Management (SMM)

Remedy Resources

9

Identify the current resources who are planning meetings. Develop the right resource model at the right price.

Use the "SMM Right Resource and Pricing Guide" to select services. Use the "SMM Meeting Mgmt. RFP."

Solve Problems

10

Example: Improve Supplier Diversity spend ratio by tracking diverse meeting suppliers' spend. Many opportunities exist to solve problems in SMM Program.

Use the "SMM Resource Toolkit"

Calculate ROI

11

Report the value of your Program by using the right metrics and analyzing the right reports.

Use the "Measuring your Success Playbook"

Get Help

12

Use a Tenured Expert who will increase your success rates and decrease your implementation cycle time. Take advantage of the tools already developed.

Ask Debi for assistance and ability to use the toolkits, guides and playbooks.

Debi is the premier industry consultant on Strategic Meetings Management (SMM) and has guided hundreds of clients through successful implementations.

Consultant. As a past speaker at our conferences, Debi has consistently drawn excellent reviews. **Paul Paone**
Debi is a wonderful resource and her years of experience and industry credentials reinforce her standing as a leading authority. She is a visionary. **Kathleen Brassil**

Speaker. I had the good fortune of working with Debi for a critical top 10 pharma client to reduce their costs on meetings. Our engagement with Debi brought us her deep expertise and valuable insights. **Bala Gautam**
Debi is the expert in her field, but it is her personal good humor and style that drives the full impact of interactions with her. **Bev Heinritz**
Every new category / industry is created by a small group of visionaries. Debi is clearly one of the leaders. **Mike Boulton**

Educator. What impressed me most was Debi's delivery and ability to connect the information to the audience's knowledge and experience. **Sharmagne Taylor**
Debi is a determined and creative leader with a varied background as a client-facing service provider. With a Six Sigma review, she and team took out 25% of expenses. **Kathy Murray**

Author. Debi wrote the book on Travel Management. Debi operates at the state of the art. **Vic Macchio**

Wife. Mother. Relative. Friend.
Over 45 recommendations at: www.linkedin.com/in/dscholar/

Pricing Models for Debi's Services include:

- Per Hour
- Per Project with "not-to-exceed"
- Retainer
- Graduated pricing scale (rate decreases as more hours are used)

No Minimums