

Business Case For Meetings Technology

Sponsor: _____ Date: _____ Project Name: _____

Why Now?

- The world has changed. Covid has accelerated demand for digitization, duty of care, automation, and efficiency.
- 43% of meetings are not being accounted for - this is the largest area of unmanaged spend. And up to 63% of meetings include projects and consultants.
- We need the option to have self service and full service meeting management.
- Risk mitigation is essential to combat cancellation fees.
- 90% of meetings are simple,
- but we have no way to manage, and are overspending.
- There is an big increase in internal and offsites since
- the pandemic.
- We just let go of 10 planners.
- People are mandating visibility, compliance, and centralized management of meetings/events.
- Mandates for digital transformation to save money

Where We Are

- We have big and small meetings.
- We use an agency to handle our large meetings. TMC charges for this and keeps the commissions.
- We have X meeting planners internally.
- How much we spend on planners.
- Rogue planners. Admins call hotels. Don't negotiate. They keep them secret.
- We have some visibility into X number of meetings.
- No data. No visibility into simple meetings, which could be 60%-80%.
- Cancellation penalties we incurred.
- Duty of care, Where?
- We have many tools we buy and don't use in all departments. How much do we overspend on tech?
- Each geography is different.
- Everybody charges on the corporate cards. Some meeting cards. No A/P data feed.
- Cutting a PO and check for 1 supplier for 1 meeting takes 6+ weeks.

Vision



Leverage modern end to end technology to digitally transform our meetings program for the modern world.

Where We Will Be

- **YEAR 1: Controls**
Register all meetings.
Revised policies, better experiences.
Force competitive bidding.
- **YEAR 2: Review Data**
Supplier optimization, Concur, Global
- **YEAR 3: Retire**

Business Goals / ROI

- Visibility
- Cost reduction HR
- Savings
- Relaunch / Security

Video Walkthrough



Who Else Uses It?



Business Case For Meetings Technology

Costs

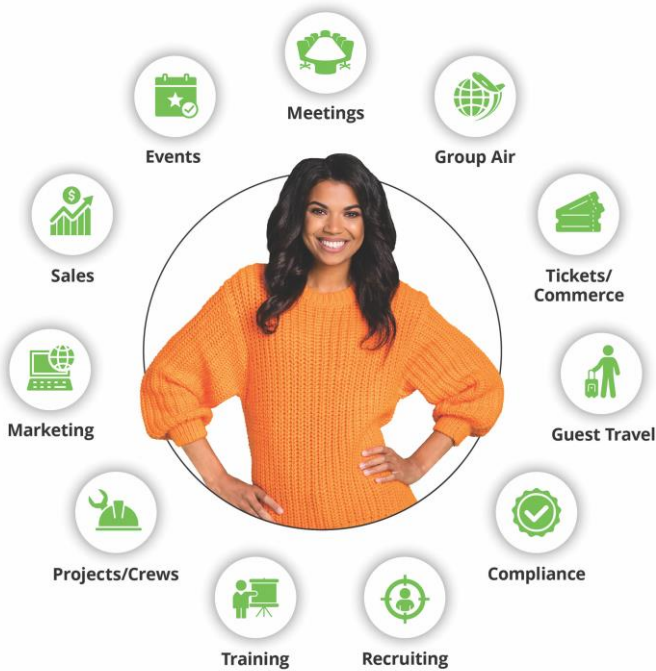
TIME	YEAR 1	YEAR 2	YEAR 3
Groupize	\$	\$	\$
Implementation / Internal	\$	\$	\$
Customer Success	\$	\$	\$
TOTAL	\$	\$	\$

Value Proposition

PROCUREMENT	SAVINGS
For CFO	Centralized and approvals of all payment for meetings. Reduction of 20 minutes per check per supplier.
For Risk	PII, Duty of Care
For Travel	Maximize travel and meetings volumes
For Meetings	They have to do more with less resources
For Attendees	Better experience
For Admins	Make their life easy
For IT	Won't have to build ugly website for events

Savings / Revenues

ITEM	AMOUNT	SAVINGS
Bids	Save 10-20% of sourcing	\$
Air in Concur		\$
Technology		\$
CTD self fund w/commissions	10% of hotel spend	\$
% of all payments	.05% of all spend on card	\$
Visibility and controls	3%	\$
IT Savings	Build of group meeting websites, room blocks included	\$
Air ticketing fee	Link to Concur	\$
# of Meetings		\$
Estimated Meeting Spend		\$
Labor		\$
Other		\$



Use Cases

- Internal Meeting
- External Meetings
- Projects and Crews and installations (10-15 rooms block. Invite, travel, air, reconcile)
- Recruitment Travel (Invite, travel, reimbursements, etc.)

Training & Adoption

- GIA = Groupize Interactive Advisor
- Go live in 1 day
- Custom Success Implementation Support included
- Communication
- 4-12 weeks to launch globally

Pain Points

- This is the largest area of unmanaged spend
- Risk Mitigation
- Fraud prevention
- Duty of care
- Savings
- Contracts signed by authorized signers and therefore, legitimate?
- Home-grown technology can require significant internal IT support.
- Missed opportunities for cost savings with suppliers.
- Gain significant efficiencies through automation, more streamlined processes and optimization of resources.
- End-to-end technology increases visibility into meetings and events taking place and the ability to capitalize on penalties incurred.
- Drive cost savings through strategic sourcing and development of a preferred supplier program.
- Increase compliance and mitigate risk through visibility into meetings activity and the ability to deploy a crisis management plan.

Why Groupize?

Who did I evaluate:

- Cost
- All in one
- Service
- Self & Full Service
- Efficiencies
- Concur Partnership
- Security

Additional Services:

- Account Manager
>*Included*
- Website & App Build
>*On Demand*
- Group Air
>*On Demand*
- Reconciling
>*On Demand*

ROI: _____ Time to Payback: _____