Strategic Meetings Management: Adding Value to the Participant Experience

Presented By:
Name
Title
Organization
Introduction

- Presenter Introduction
- Participants Introductions
- Ground Rules
  - Be here now
  - Respect all others
  - Logistics

Learning Objectives

- Upon completion of this session, you will be able to:
  - Understand the value of SMM and its relationship with participant experience.
  - Identify three ways you can enhance the attendee experience through SMM.
  - Recognize ways you can implement these methods at your organization.

Strategic Meetings Management

A disciplined approach to managing enterprise-wide meetings, processes and data in order to achieve measurable business objectives that align with the organization’s vision and deliver value in the form of quantitative savings, risk mitigation and service quality.
SMM Benefits

Key SMM Drivers

82% Savings/cost avoidance
60% Communication across the organization
56% Visibility/transparency
56% Improve value of meetings management
52% Increase productivity
48% Need to simplify processes
48% Enhance participant experience
42% Demonstrate ROI for meetings spend
39% Risk management
38% Demonstrate ROO for meetings spend
35% Leadership buy-in
32% Competitive advantage
30% Demand for data

What Does SMM Mean to You?

- We use standard operating procedures (SOPs).
- We have a master meeting calendar
- We use preferred supplier agreements.
- We use electronic requests for proposals (RFPs).
- We align meeting objectives with our organization’s objectives.
- We use centralized procurement.
- We use third-party or agency sourcing.
Participant Experience

- Who are your participants?
- Background, Amount
- What is the experience of your participants?
- Put yourself in their shoes

SMM & Participant Experience

- Engaging Participants is a key area of SMM
- Numerous Practices
  - Organization Objectives
  - Evaluation & Reporting
  - Technology

Organization Objectives
Organization Objectives

- Align meetings to Strategic Objectives
- Design meeting with objectives in mind
- Ensure purpose is clear to participants
- Set realistic expectations
- SMART objectives

Activity: The Missing Link

- Think about three specific meetings at your organization—one small, one medium and one large.
- Who is responsible for making sure that each links to your organizational goals?
- If they don’t have an owner, who should it be?
- How would knowing the link between meeting and goals improve the attendee experience?

Objectives Best Practices

- Build meeting content with business objectives in mind.
- Prioritize your events.
- Consider who attends and why.
Evaluation & Reporting

- Identify ROI
  - Internal Resources
    - Turnover Reports
    - Satisfaction Reports
  - External Resources
    - Surveys
    - Interviews
    - Focus Groups
- Quantitative & Qualitative

Activity: Your Measurements

- Write down what internal and external measurements you currently collect as an organization.
- Share your current measurements. Come up with at least one new measurement you could use to enhance attendee experience.

Emotional ROI

- Emotions are what drive decisions
- Emotional ROI is a true measure of the attendee experience
  - Satisfaction Surveys
  - Repeat Registrations
  - Social Media Participation
**Evaluation Best Practices**

- Collect data through internal and external resources.
- Consider quantitative data for a quick response.
- Collect qualitative data for in-depth analysis.
- Identify ways for improvement.

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**Technology**

- Used for Communication
- Create Transparency
- Social Media
- Pre & Post-Event
- Online Registration

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**Activity: Tech Platforms**

- What technology platforms are used at your organization?
- How can you direct technology to enhance the participant experience?
- Share these thoughts with your neighbors
Technology Best Practices

- Use mobile apps for online content, onsite meeting management and data collection.
- Use online technology for timely feedback, rapid response and individual engagement.
- Trial technology to see what fits best for your organization.
- See technology as an enabler, but remember people are required to manage the process.

Implementation

- Organization Objectives
- Evaluation & Reporting
- Technology

Session Review & Questions

- Review
  - Understand the value of SMM and its relationship with participant experience.
  - Identify three ways you can enhance the attendee experience through SMM.
  - Recognize ways you can implement these methods at your organization.
- What questions do you have?
- What is one way that you will apply what you have learned today?
Thank You!

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