

A man with glasses and a beard is sitting at a table, gesturing with his hands while speaking. He is wearing a dark shirt. The background is a blurred office setting with a whiteboard and other people. The entire image has a red overlay.

# Gain Control of Unmanaged Meetings Spend

How to Ramp Up Savings and  
Compliance on Every Meeting

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# Introduction

Meetings and events are the most sought-after marketing channel for 2019<sup>1</sup>.

Why? Because companies know face-to-face meetings are where business relationships are forged and deals are sealed. There's no doubt about it – meetings done right are central to business success.

However, there's the flip side.

In many companies, meetings and events comprise one of the biggest categories of unmanaged spend. Meetings done wrong

are wasteful. What's more, they expose companies to significant risks, from security breaches to lawsuits and massive penalty fees.

As travel leaders consider the risks and rewards, many have turned to Strategic Meetings Management (SMM) – an industry framework for standardizing meetings policies and suppliers. Among other things, this framework is designed to maximize savings, minimize risk and improve service to attendees<sup>2</sup>.



Source 1: "The Future of Event Marketing, 2nd Edition: How to Win More Attendees in 2019 and Beyond," Event Manager Blog and Aventri, January 2019

Source 2: "Strategic Meetings Management Maturity Index," Global Business Travel Association (GBTA)