Lanyon Smarter Solutions for Meetings, Events & Travel.

Small Meetings Program Leads to Major Cost Improvements

The Team is Able to Handle More Meetings with Its Self Service Program for Small Meetings

500 MEETINGS
managed through program

30% OF MEETINGS
will be self-managed

RESULTS: 20% MORE MEETINGS
to be handled by team

"This is helping us generate more cost improvements and gain a consolidated view across all organizational meetings that will help us for future planning."

— **Manager of Travel, Meetings & Events**

This company has expanded its strategic management program to bring more efficiencies and cost improvements to the thousands of smaller meetings that are planned companywide. They currently use the Lanyon Meetings product, a leading strategic meetings management software part of the Smart Events Cloud™ solution, to power its small 'meetings' program.

Here's how Lanyon helps the company achieve greater management of small meetings.

- Deploy self-service online tools to employees and groups that need to plan a meeting. Meeting hosts submit an online meeting request, identify their meeting requirements, and select venues to send proposals. Responding hotels upload contracts online.

- Pre-negotiate rates and agreements, thus ensuring the best rates and taking legal and financial risk out of the equation.

- Provide registration and other event services through a full-service meeting planning solution. Hosts execute contracts, create a registration site, and manage attendees and invitations on their own.

- Promote the solution and make it easy for employees to find. The Meetings and Travel portals can be found in the same area of the Company's intranet. Because the NDS solution is part of the Lanyon Meetings product, data is consolidated for all meetings (large and small).

- Identify synergies between meetings and travel patterns and negotiate with suppliers. The company has identified meetings' activity within the transient travel data and used that lift to negotiate hotel agreements for small meetings.

Learn how you can get your company's simple meetings under control:
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"Because it is so easy for our employees to use, adoption has increased by 50% this year alone.

— Manager of Travel, Meetings & Events

Maximizing Technology for a Full-Scale SMMP

While the company launched its venue sourcing program in 2006, it has expanded to a full-fledged strategic meetings management program that now includes small meetings management. Its smaller meetings and events have historically been organized by individual stakeholders throughout the Company at the functional level (e.g., Sales, Finance or Executive) or business unit level (e.g., trade shows).

Today, the program encompasses 500 meetings and events per year in a decentralized meetings environment.

The self-serve meetings represent approximately 30% of all event activity handled by the events team. With this increase in automation, the Company will be able to manage 20% growth in travel, meetings and events with the same level of staffing in 2013.

The events team has also developed an executive dashboard aligned with corporate financial/strategic goals that provides business units with critical information to support the businesses' financial targets.

The importance of user engagement and continuous improvement of users' event experience is also recognized. Mobile attendee management has been

launched for internal and external events, while social networking is for 2013. The company is also rolling out Lanyon Meetings' meeting locator functionality that will help hosts determine the most cost effective locations to hold a meeting based upon the departure location of attendees.

In addition to new features, such as travel booking integration and PNR launch for attendee A/D tracking, the solution has added automation of processes for all vendors participating in any given meeting or event. Thus, diverting resources that would typically go to sourcing and meeting planning functions.