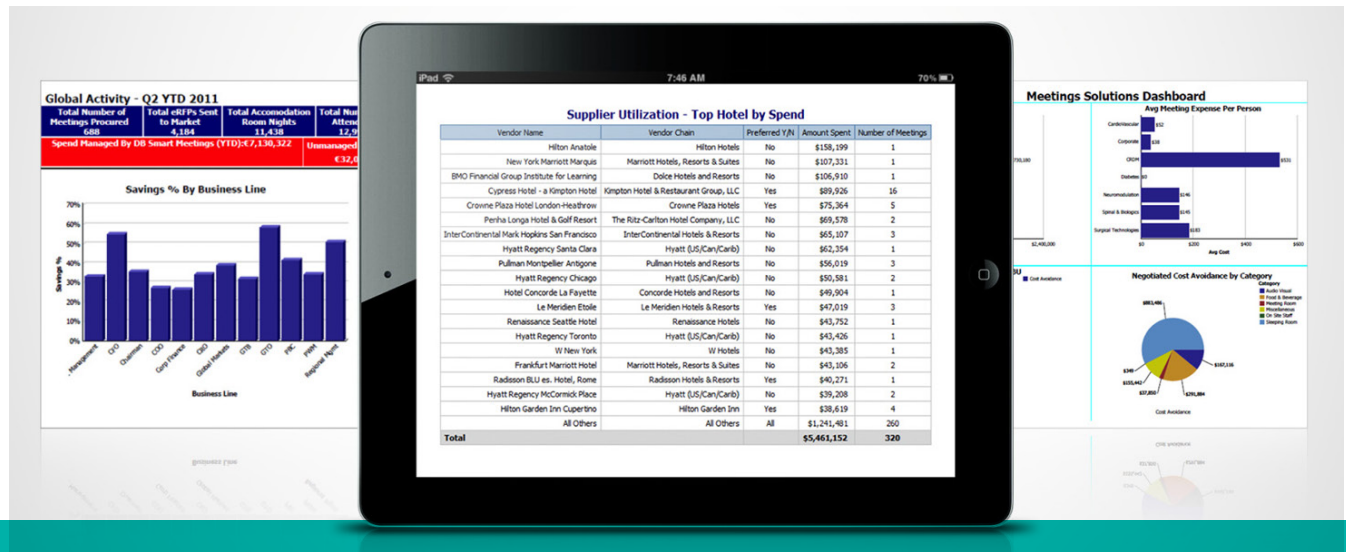


Lanyon Meetings

PART OF THE SMART EVENTS CLOUD™

Business Intelligence



See the Whole Picture of Your Corporate Meetings Spend and ROI

“Meeting spend has been reduced by 15-20% with the added data now available in the Lanyon Smart Events Cloud.”

- Regional Meetings Manager,
Fortune 100 Technology Company

The Lanyon Smart Events Cloud™ brings together leading technologies for event marketing, strategic meetings management and corporate travel. Lanyon Meetings (formerly Lanyon StarCite) — part of the Smart Events Cloud — is the industry-leading meeting management software designed to help you get the most out of your meetings investment.

Keep a constant eye on your organization’s meeting spend. Through a single dashboard, you get a total view of real-time and historical data that can also be integrated into your CRM and financial systems.

Control Your Meetings Spend

Take control of your meetings spend by keeping track — in real-time — of what you’re spending on hotels, food and beverage, and other expenses.

Reduce Costs Across All Your Meetings

Capture meetings spend at hotels and other vendors, and see the status of all events — lead-time statistics, planner activity, and other information. Leverage this data to save up to 10%-25% annually on your meetings spend.

Reduce Corporate and Fiduciary Risk

Track who’s attending your meeting for corporate policy and federal regulation compliance — such as the Sunshine Act, Basel Accords, and Sarbanes-Oxley Act — for financial, life science and pharmaceutical organizations.

Keep Your Employees Safe

View real-time data on employees’ whereabouts, enabling you to quickly take action and bring them to safety during an emergency. Anywhere in the world.

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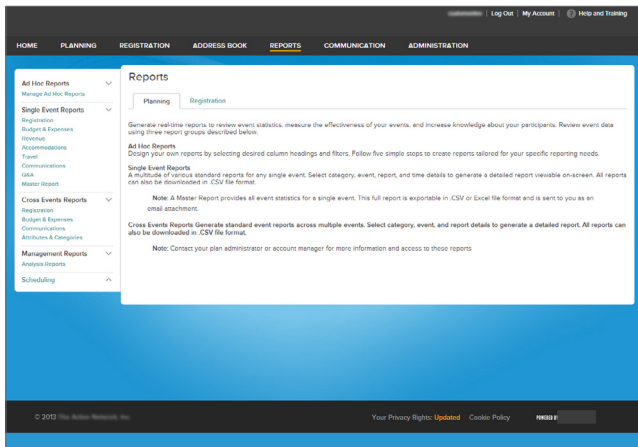
For more information, please contact:

sales@lanyon.com

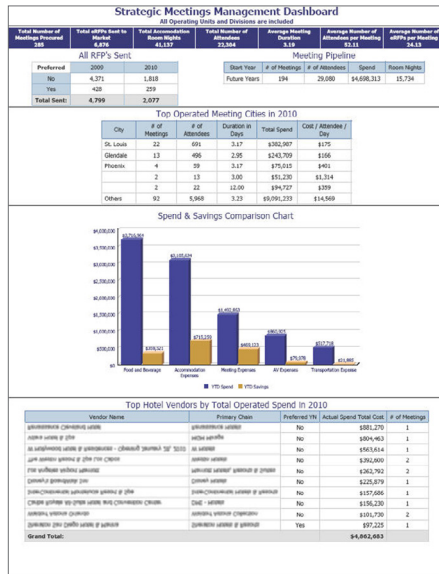
USA: 800 473 6748

EMEA: +44 (0) 203 743 3240

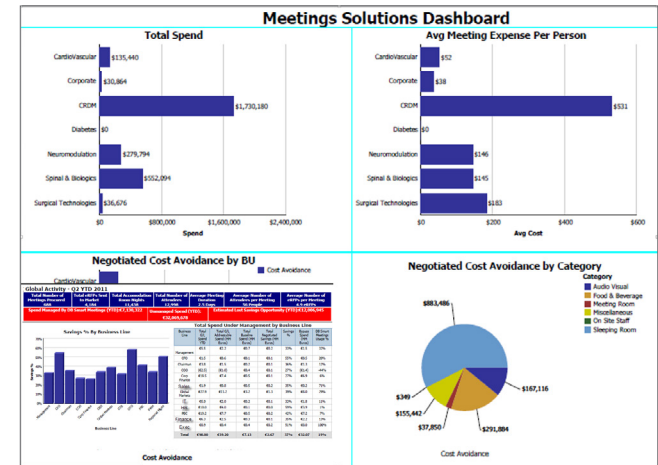
APAC: +65 3158 8740



Reporting dashboard



Dashboard of your SMM program



Business Intelligence dashboard

Single Reporting Dashboard

Through a single dashboard with over 150 standard — and unlimited ad-hoc — reports on your attendees, you'll gain a full picture of your strategic meetings management program.

Standard Attendee and Spend Management Reports

Access reports on attendee registration activity to maximize your marketing campaigns — while gaining insight on your attendees with surveys and custom registration questions. In addition to complying with corporate policies and industry regulations, Lanyon Meetings helps you stay current of your attendees' whereabouts — so you can get them home in a time of need.

Get a handle on expenses by consolidating your meetings costs — including travel and expenses — all in one place. Upload meetings spend data in real-time, reconcile them to budgeted items online, and integrate expenses with your corporate, CRM and financial systems.

Smarter Insights Into Your Meetings Programs

Seeking even more insight into your programs? Leverage Business Intelligence to get an aggregated view to better identify cost savings, manage meetings compliance, and insight on your corporate meetings trends.

Plus, our professional services team is available to provide consolidated dashboards and scorecards based on your organization's specific needs.

Better control meeting costs and manage risks for all your meetings.

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