

BUSINESS CHALLENGE

A NEW VISION FOR MEETINGS MANAGEMENT

SANOFI PASTEUR TRANSFORMS MEETING PLANNING AND MANAGEMENT WITH LANYON STARCITE



CHALLENGES:



CENTRALIZE
MEETING
REGISTRATION



BOOST
SPEND
VISIBILITY

RESULTS:



MITIGATE RISK/
ELIMINATE
NONCOMPLIANCE

IMPLEMENTATION PLAN

To meeting planners in the pharmaceutical industry, compliance to regulatory agencies, state laws and federal legislation is crucial. That's why Sanofi Pasteur, the pharmaceutical giant, decided to put in place the strategic meetings management (SMM) solution, Lanyon's StarCite™.

Will Anderson Deputy Director, North American Employee Transportation Services, Sanofi Pasteur, set out to revise his company's meetings program with the right strategy, partner and technology.

Here is how Lanyon StarCite, helped Sanofi Pasteur transform meeting planning and management:

CENTRALIZED MEETING PLANNING

All meeting requests and purchases flow through Lanyon StarCite's central portal. A meeting registration template provides comprehensive information—so planners don't miss a thing.

GAINED ORGANIZATIONWIDE SPEND VISIBILITY

The company now views spend on an item-by-item, meeting-by-meeting basis, or a consolidated roll-up view.

BOOSTED COMPLIANCE

Lanyon StarCite promotes company-wide compliance to codes and government regulations by tracking required information and promoting use of compliant and preferred properties.

MITIGATED RISK

Using up-to-the-minute data on attendees, the company more effectively manages risk and crises.

“Lanyon StarCite's ability to find attendees in an emergency vividly speaks to the reasoning behind centralized meetings information.

Will Anderson, Sanofi Pasteur

Learn more about strategic meetings management:

Lanyon.com | info@Lanyon.com

BACKGROUND

Anderson faced the task of gaining backing from senior management for his new SMMP. He and his team, Sara Gunderman CPM (manager of meeting operations) and Theresa Steen, (project coordinator, operations), went to work gathering the data necessary to estimate the company's total meetings spend. The team gained early buy-in from procurement and finance. However, an undertaking of this magnitude requires a lot of support on multiple levels.

One issue that had to be handled eventually was getting maverick planners to register meetings. Anderson sought to gain buy-in for the program before the official mandate came down that everyone planning a meeting had to use the system. He did so by conducting "Meetings Masters" training sessions that attracted planners, in part because they earned credit for attending. To build awareness, acceptance, and compliance, Anderson placed notices in the company bulletin and flashed training information on video monitors in the offices. The official mandate came in the form of e-mails from the CFO and the appropriate VP. They were sent to all applicable personnel.

Anderson and his team recognized Lanyon StarCite as coming from a true thought leader in the industry. The team looked at the following as solid advantages when choosing the Lanyon StarCite SMMP system:

- + Centralizes meetings registration
- + Provides comprehensive information and a meeting registration template —so planners don't miss a thing
- + Provides spend visibility on an item-by-item, meeting-by-meeting basis or a consolidated roll-up view
- + Promotes company-wide compliance to codes and regulations—by tracking required information and promoting use of compliant/preferred properties
- + Helps reduce cancellation penalties (e.g. if a group faces attrition, the company can re-use the space and also negotiate better deals by pointing out the overall business it brings to a property or chain)
- + Promotes social responsibility with hotel RFP templates to help planners select properties that adhere to green standards
- + Sets up affinity accounts so the company (not individuals) benefits from reward points, allowing Sanofi Pasteur to expand its social responsibility through United Way campaign donations
- + Enables the company to more effectively manage risk and crises

THE PROCESS

Team member Gunderman designed a process which begins with pre-meeting approval: a complete template of the meeting sent to the approving party for authorization. There are also two tracks to the Sanofi Pasteur system. One for four, local preferred properties, and the second for meetings held anywhere in the world. For local meetings, the requestor works directly within the Lanyon StarCite system to plug in program management information. For larger meetings, the meeting requests are sent to a meeting planner to handle. The information tracks on an individual and program level. A vast array of valuable data shows all involved the type of event, its budget, plus any and all specific information.

“ I believe about 80% of our people feel meetings are a far sight better with the Lanyon StarCite solution in place.

Will Anderson, Sanofi Pasteur

Once a meeting is approved, the Lanyon StarCite electronic request for proposal (eRFP) helps planners search through the supplier marketplace database that highlights preferred venues. That assists with compliance to Sanofi's programs. Price-points and other considerations are also included. Investigators and physicians receive a template to be completed for advisory and board meetings.

Once completed, the templates load into the system, so airfare and out-of-pocket expenses can be easily extracted. Third-party planners also use the system. Upon approval of a meeting, all applicable expenses are charged to an American Express Corporate Meeting Card managed by Anderson's team. It's all thanks to The Meetings360™ tool, an integrated solution between Lanyon StarCite and American Express. The solution allows meeting planners to go online to reconcile actual charges with the budget.

Sanofi's process continues to evolve based on user requests and internal needs. A recent example is an invoice approval process that sends the invoice to the person who approved the meeting (during the pre-meeting process).

Learn more about Lanyon StarCite

Lanyon.com | info@Lanyon.com