

Simply Manage Successful Sales and Incentive Trips

Lanyon Meetings Helps You Reduce Climbing Meeting Costs

MEETING & EVENT COSTS: GOING UP IN 2015¹



5%
INCREASE
in Air Travel



4%
INCREASE
in Food & Beverage



3.9%
INCREASE
in Lodging



3.1%
INCREASE
in meeting costs per
attendee globally²

Nearly 125 years ago, John Henry Patterson, founder of the National Cash Register Company, unveiled the world's first Sales Kickoff in which he revealed his revolutionary sales tactics, embodied in his "American Selling Force." The four goals he laid out in that event — motivate, recognize, communicate and train — are still relevant today.

Lanyon Meetings, part of the Smart Events Cloud[®], is the most advanced strategic meetings management (SMM) software for companies today. You get the tools you need to easily plan every aspect of your Sales Kickoff and incentive trip. At the same time, you control costs and save — up to 25%³. You can then focus on maximizing the impact and ROI of your meeting by motivating, recognizing, communicating with and training your salesforce.

Better Manage Meetings Spend

Lanyon Meetings provides you with the tools to easily find and secure the right venue in the destination that fits your budget. With meeting locator, ensure you select the best location for your SKO or incentive trip based the number of travelers and their origin, air and hotel, and telepresence options. Once you've narrowed your destination, our request for proposal tool allows you to identify and get the best hotel deals and ensure you get the best deal for your meeting.

Easily Manage All Your Attendees

Lanyon Meetings has great tools to enable you to easily promote your sales meetings and improve how you interact

"Despite everyone's best efforts to create SKOs that drive true, lasting change, it seems like all the learning, ambition and enthusiasm evaporates almost immediately."

— Rajat Paharia Salesforce Blog Oct. 27, 2014

with your sales team. Design email invitations and registration websites so that you can better promote your event and communicate more effectively with your attendees.

The Power's in Reporting and Analytics

A wealth of data from online, real-time reports help you analyze all facets of your SKOs or incentive trips — so you can ensure your final meeting spend matches your budget.

You get the information you need to enforce compliance to your policies and government regulation, as well as track the ROI of your sales and incentive meetings.

It's easy to export the data to share the good news with stakeholders, too.

1. Meeting Professionals International's "Meetings Outlook" report, November 2014
2. 2015 Global Travel Price Outlook, Carlson Wagonlit Travel (CWT) & GBTA
3. Meetings and Events: Where Savings Meet Success, CWT Travel Management Institute, 2010

Use Lanyon Meetings to easily plan your next SKO and incentive trip — and save.

USA: +1 800 473 6748 | EMEA: +44 20 37 43 3240 | APAC: +65 3158 8740 | Lanyon.com | sales@Lanyon.com



Sales Incentive Trip Case study

Recently, a mid-sized software company was planning an incentive trip for 70 employees for four nights. The company CEO contacted a personal friend at a hotel company and arranged a sleeping room rate of \$800 per night at one of the hotel’s properties – an exotic resort.

To ensure they secured the best deal, the company’s VP of Sales recommended using Lanyon Meetings to source other hotels and compare offers.

With Lanyon, the company secured a room rate of \$500 per night at a competing hotel – for a total savings of \$84,000. Plus the rate included a complimentary breakfast for employees and their guests, a cocktail reception and room upgrade – all adding to additional value for the company!

“Corporate departments and groups often function in silos when it comes to meeting planning, with no central visibility into spending. That can limit an organization’s ability to leverage their size when negotiating with preferred hotels and other vendors.”

— Driving ROI: The Business Case for Strategic Meetings Management Software, a whitepaper by Lanyon