



How to save \$1 Million with Strategic Meetings Management

July 2023

PLanned

Introduction

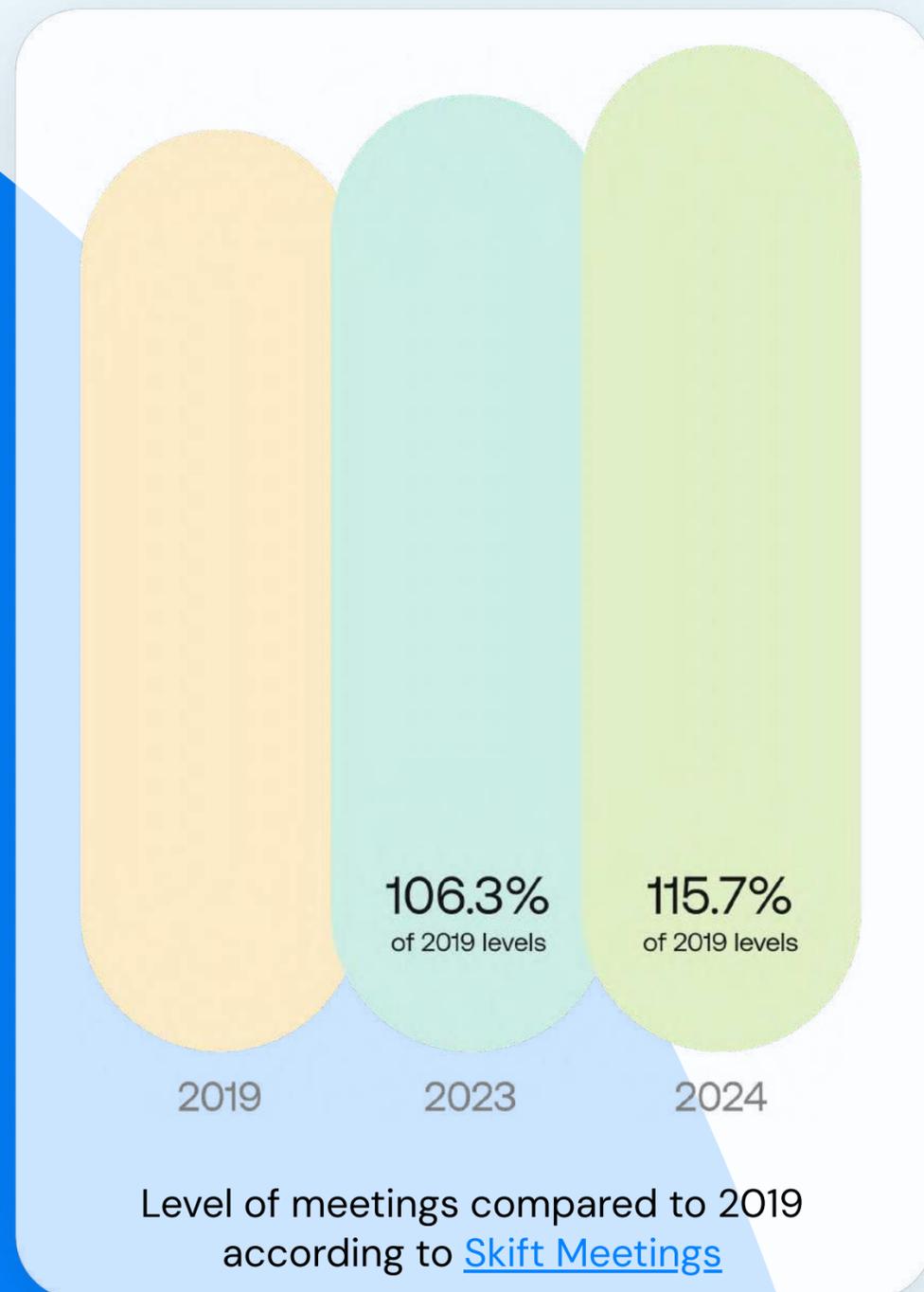
The welcome resurgence of events has come with its challenges.

The nature of events has changed – more frequent, more decentralized – forcing procurement and event teams to find new ways of optimizing costs and processes.

In the context of general inflation, limited supply and overworked teams, it's harder than ever for event planners to negotiate the best prices independently. A coordinated approach to event sourcing, planning, and tracking at a company level is no longer a nice-to-have. It's a strategic way to find huge savings in previously unidentified and disorganized expenses.

There are tremendous savings to be gained. Organizations that implement strategic meetings management will remain ahead of the pack, in a crucial time for cost efficiency.

This guide will help you and your stakeholders build or iterate on your SMM program to unlock savings, opportunities and efficiencies throughout your entire company.



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The Events Industry in 2023



In-person events are back...

"In-person meetings and events came back in 2022 faster and at a higher level than predicted." *Drew Crawly, Chief Commercial Officer, Amex GBT*

Despite cost savings being on everyone's minds, budgets allocated to in-person events are increasing.

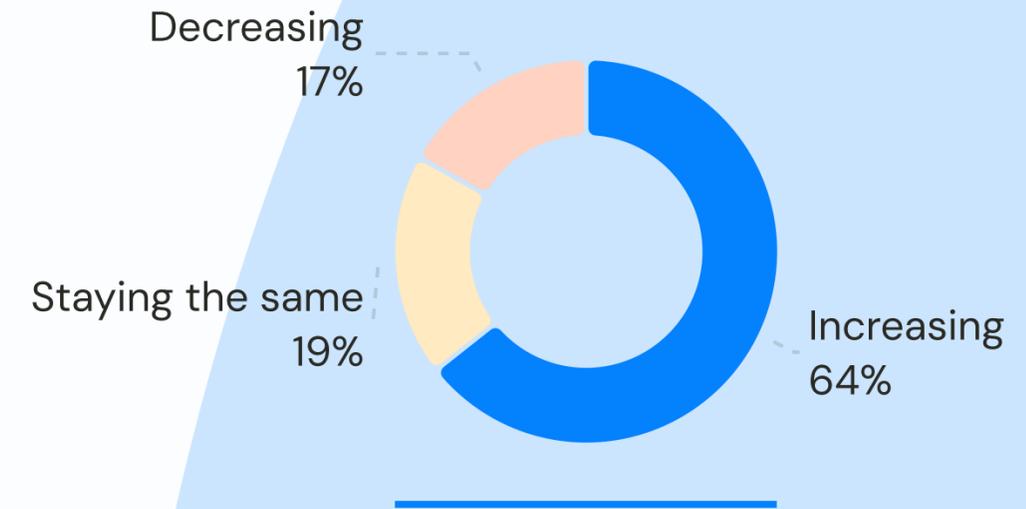
At a time where remote work and AI-generated content prevail, in-person events have been proven to be the best way to differentiate and connect with clients and employees.

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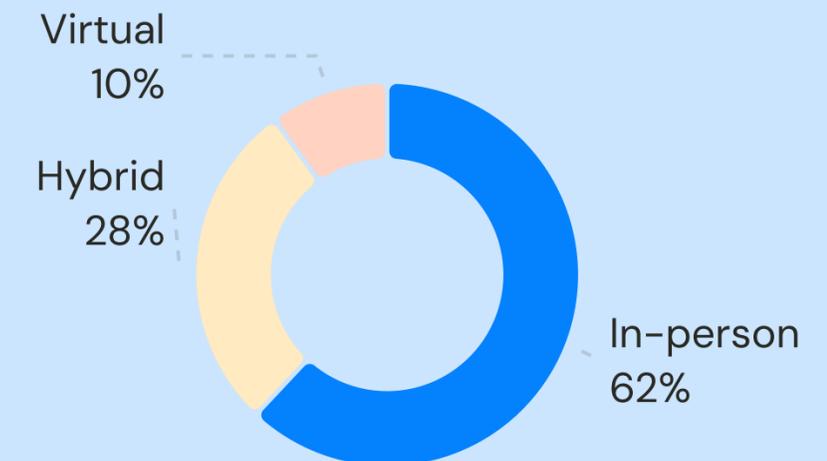
Key Indicators for 2023 - North America

Source: AMEX

Overall meeting spend



Meetings by format





...but they've changed.

In a company of 5,000 people, you have 5,000 potential event planners.

There is not just one central event planning team anymore. As a consequence, event planning is increasingly decentralized, and disorganized.

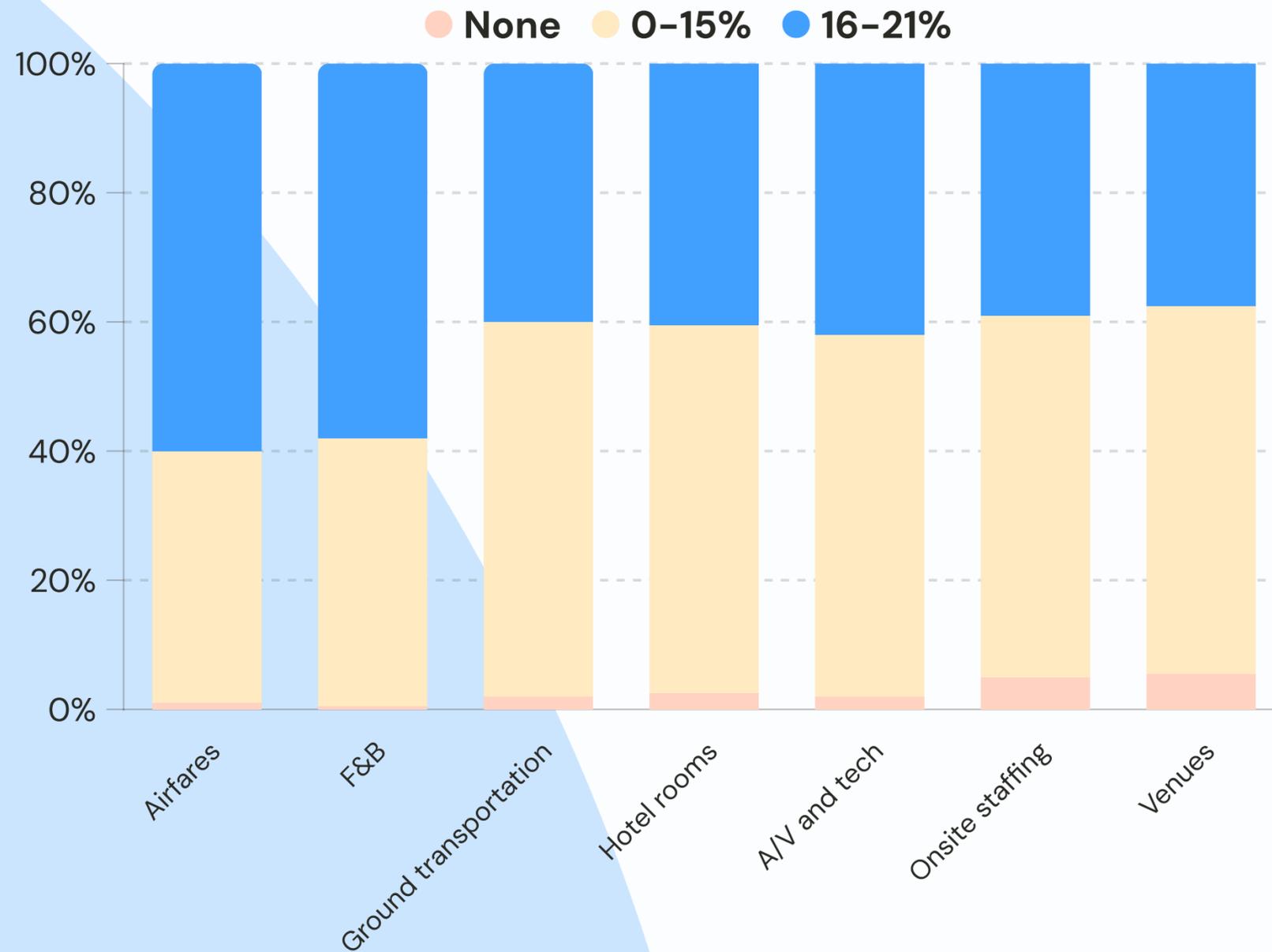
Multiple people are negotiating independently with the same suppliers, event templates and registration flows are being created from scratch...

There is tremendous operational efficiency to uncover.



Cost increase estimations from event planners vs budgets

Source: North Star Meetings Pulse



Costs are rising fast across all categories

According to GBTA, cost per attendee was [up +25% in 2022](#) and is still increasing in 2023. This makes strategic sourcing a priority for procurement teams.

But this becomes increasingly difficult when people across an organization are planning events with varying levels of negotiation experience.

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It's harder than ever for planners to negotiate

On top of inflation, planners are dealing with 25% shorter lead times compared to 2019, limited availability, and longer wait times for supplier responses.

For even the most experienced event planners, negotiation is increasingly difficult.

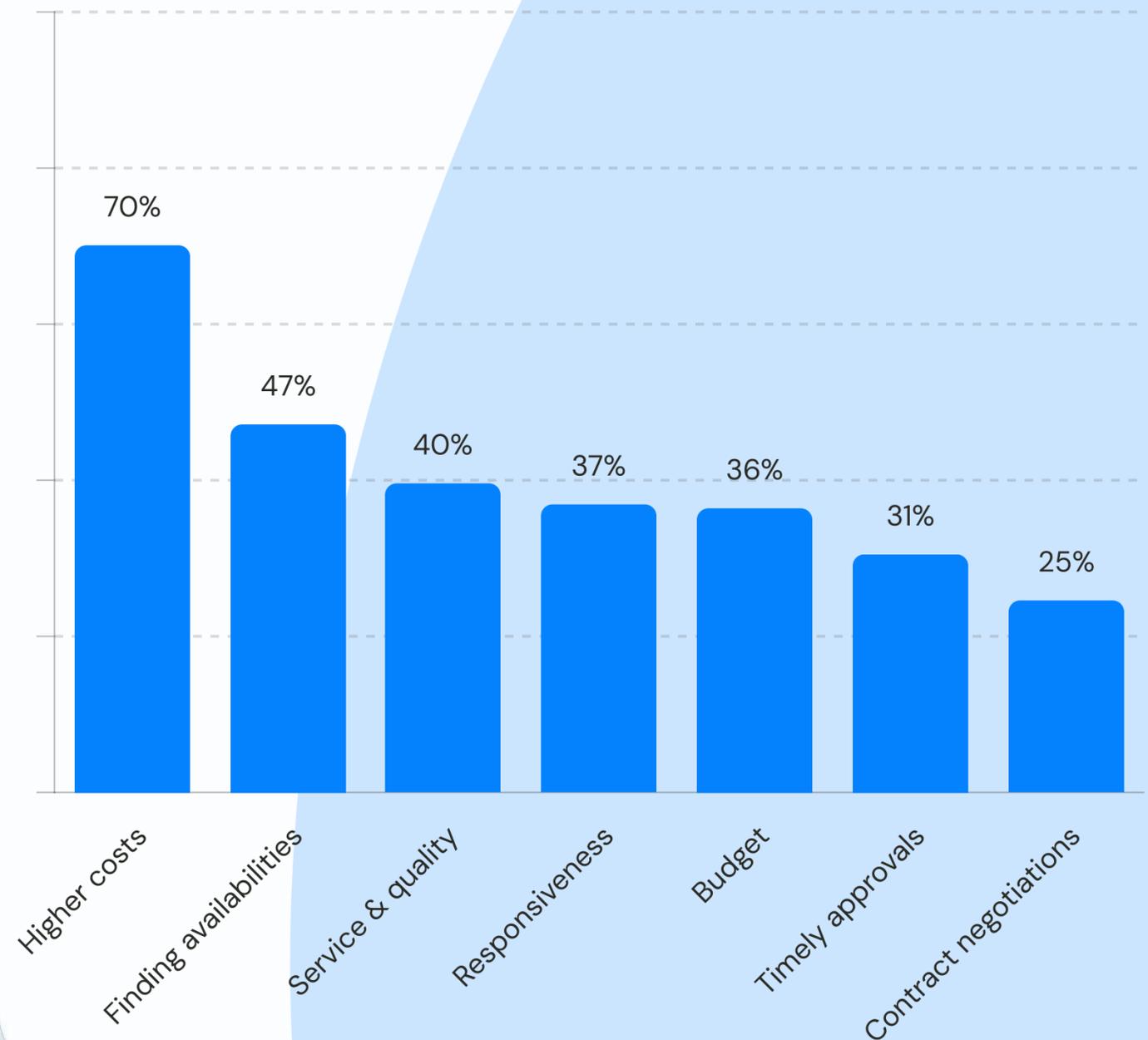
Empowering planners to better negotiate with things like rate cards or preferred supplier lists will enable organizations to unlock the savings already within their reach.

That's the purpose of **Strategic Meetings Management**.

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What are the top 3 challenges you're currently facing?

Source: Global DMC Partners





KEY TAKEAWAYS

Events are in high demand but highly decentralized. Costs are rising. Planning is harder than ever.

An intentional approach to meetings & events can lead to huge savings across the board.

Strategic Meetings Management



What is Strategic Meetings Management

Strategic meetings management (SMM) is about standardizing the entire events process, from sourcing to reporting, at a company level. It leverages modern technology to ensure company-wide implementation and at-scale savings:

- **Save money:** empower planners to negotiate and push your preferred suppliers
- **Save time:** share resources and automate manual work
- **Mitigate risks:** enforce and monitor policies across your entire organization

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Companies

Any company from SMB to Fortune 500

ROI

Expect a minimum 15% decrease in direct costs, and 60% of planning and reporting time saved per event.

Stakeholders

- **Procurement:** Leads the project and identifies the right tools and policies
- **Head of events:** Defines event categories and best practices
- **Executive assistants, marketing, sales, workplace, managers, education team:** Take advantage of the new SMM tools

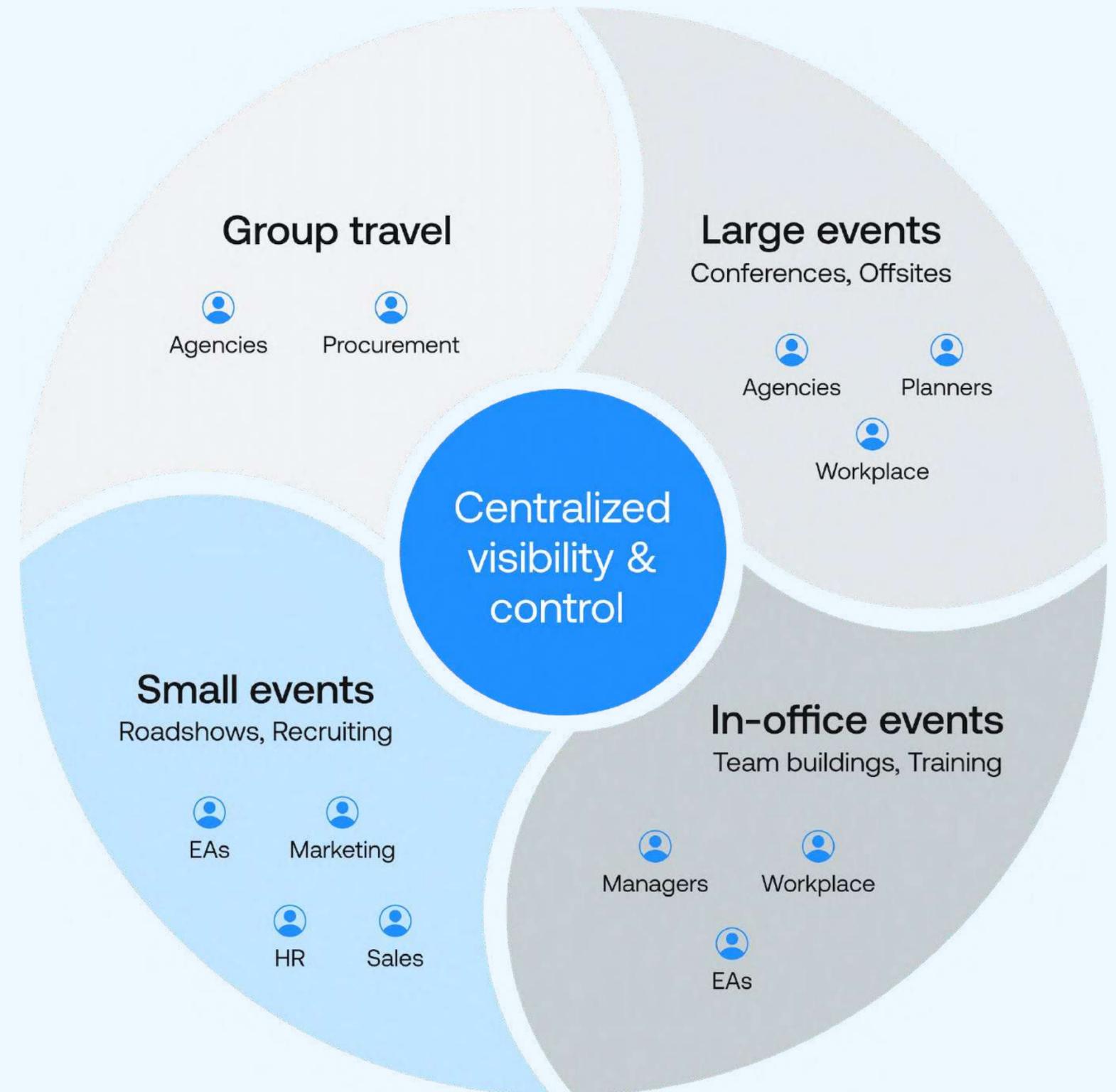
The Scope of SMM

- It involves everyone in your organization
- It aims at optimizing events of all sizes
- It's about process, policies and tools

With **strategic meetings management**, centralization and consistent workflows enable optimization across the board.

While the scope is substantial, so are the savings. The complexity lies in the design of an individual organization's policies. The simplicity lies in event tech platforms that speed up implementation and adoption.

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Getting started with SMM

1. Define your different categories of events

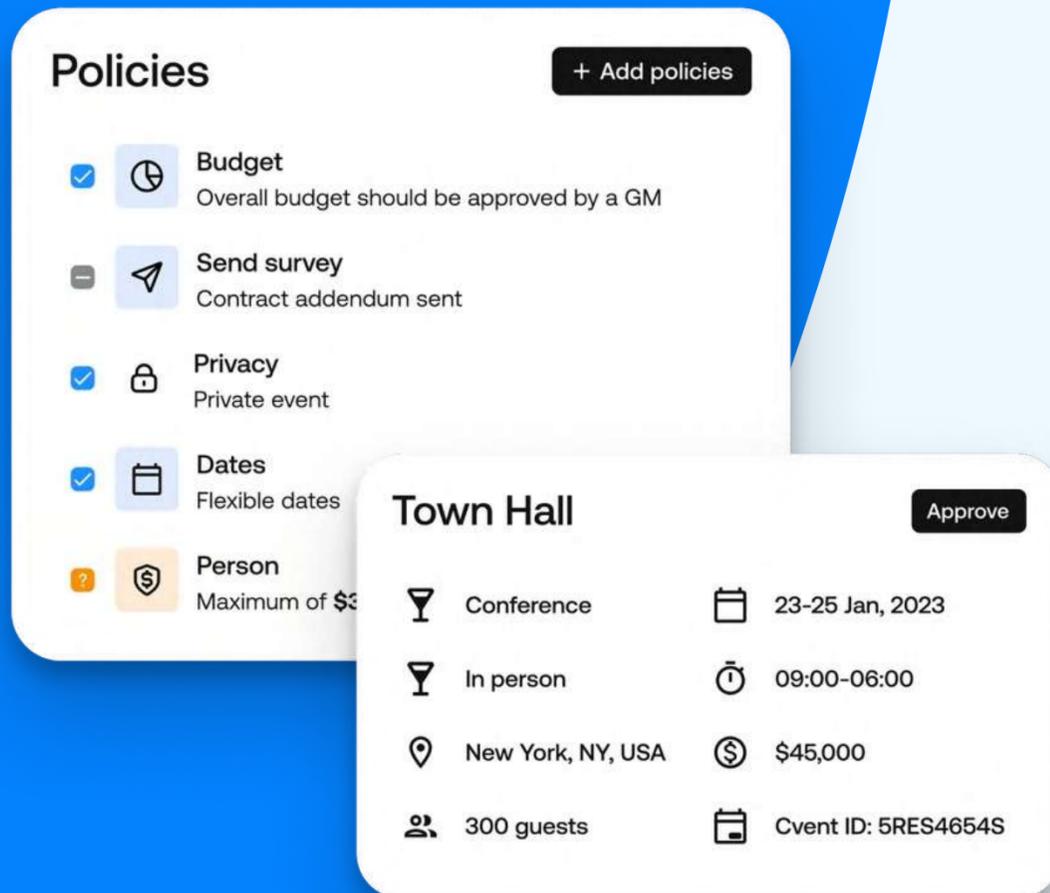
Create "buckets" of events based on event size, budget and type.
Ex: Small & simple, offsites, client-facing...

2. Create SLA, checklists and guidelines for each category

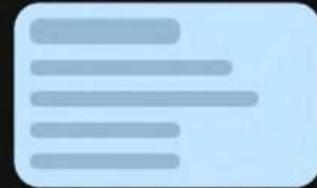
Identify stakeholders and their responsibilities for each event category, and start build policies and resources.
Ex: DEI guidelines, preferred locations, safety checklists...

3. Create your MRF and approval flows

Define who has to approve events based on budget and requesters, and automate the approval flow.



Supplier Agreement



ACME

Lume Studios
Venue • New York, NYC, USA

Starting at \$14,000
Company discount: 15%
150 people

Request quote

Getting started with SMM

4. Create your strategic sourcing database

List your preferred suppliers and pre-negotiated rates. Include airlines and hotels, but also venues, caterers, AV rentals...

5. Create the right contracting process

Will restaurants accept your 60-day payment term? How can planners onboard new suppliers while dealing with reduced lead time? What addendums should planners add before signing a supplier?

6. Find the right tools to implement

You can't train your entire company on event planning processes and guidelines. Use an SMM platform to make processes and policies readily available to **all planners**, while retaining visibility over budget and policies.

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Best practices

Where do you stand?

Benchmark

15 to 25%
saved on direct costs

Starter

Expert

What

Require a minimum of 3 quotes per event service needed.

How

Quote comparison feature

What

Increase your minimum lead time for events of all sizes.

How

Event intake form automatically declines/warns requests outside indicated lead times

What

List your preferred suppliers and pre-negotiated rates.

How

Accessible marketplace/sourcing database that is prioritized based on preferred rates

What

Create rate cards for supply and services in major cities. Give planners access comparable quotes.

How

Planner visibility on company rates and industry rate guidelines

What

Track suppliers payments to identify new bulk discounts opportunities.

How

Automated reporting, filtered by supplier category, chains, and specific supplier names

What

Repurpose internal spaces as event spaces. Create internal space listings and shared calendars.

How

Internal spaces should be listed in your marketplace with automated calendar availability when planners are booking

Best practices

Where do you stand?

Benchmark

40 to 60%
saved on planning and
reporting time

Starter

Expert

What

Create event templates and checklists for non professional planners

How

Centralized and actionable templates built into your sourcing/planning tool

What

Give access to a list of suppliers (with or without MSA)

How

Accessible marketplace/sourcing database with categories that cater to all event needs, not just venues

What

Automate your approval flows from MRF to payments

How

One centralized intake form that automates into your sourcing & planning tools after approval

What

Create planning policies: safety checklists, DEI guidelines...

How

Automated policy checkers and accessibility in planning and sourcing experiences

What

Adapt your payment and contracting processes to event suppliers

How

Different payment terms based on supplier category and budgets automated into sourcing/payments process

How we approach SMM at Planned



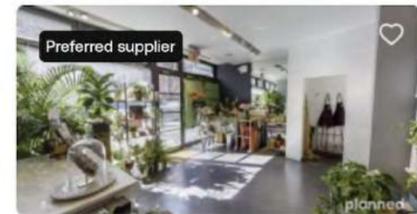
- Venues
- Accommodations
- Internal spaces
- Food & beverage
- AV
- Experiences
- More

New York, NY, USA Venue Type Art gallery, Go... Venue Capacity 100 More filters Showing 1197 venues Keyword search

Gotham hall
General Event Space • New York

★ 4.9

1 Space 70 guests



FlowerSchool New York
General Event Space • New York

★ 4.5

1 Space 55 guests



Emblem Sports Bar
Restaurant & bar • New York

★ 4.4

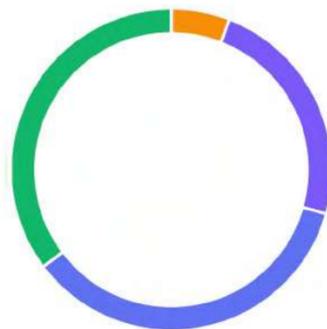
3 Space 55-130 guests



Spend analysis

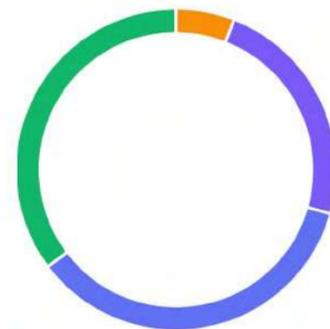
Booking date Department Location More filters USD

Venues & Accommodations
Total \$125,435



Venues \$23,459

Vendors
Total \$934.14



Venues \$154.41

Cost per day
Average \$65.51



Show 15 more

We help you build and deploy your SMM program so that you can save at scale

Centralization for optimization

You can't be expected to train your entire company on event guidelines and policies. But if you don't stay on top of the way everyone plans events, you're leaving money on the table.

That's why Planned was designed to be used by everyone in your organization, not just certified event planners. We're helping top-tier companies make corporate event planning as easy as booking a weekend getaway.

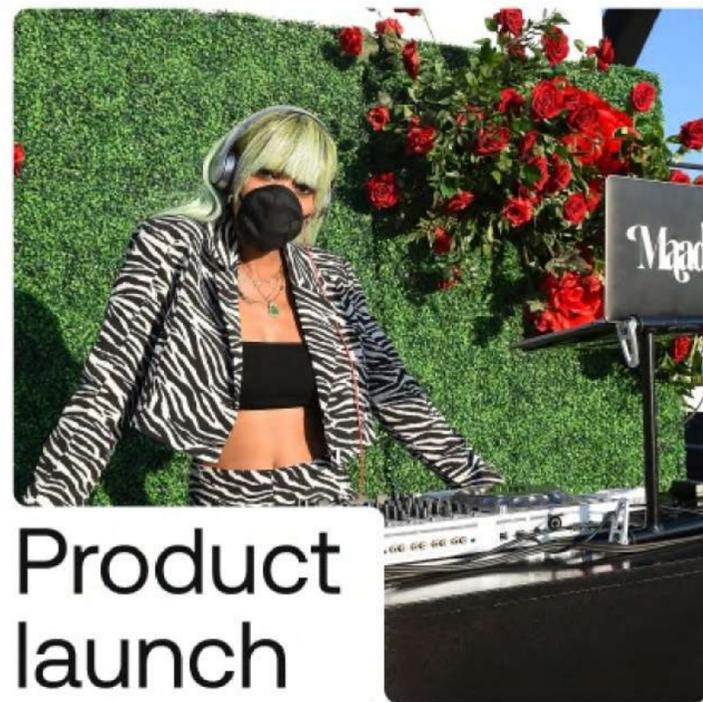
For full control and visibility, Planned centralizes all event-related payments and integrates into your expense-management system to automate the reporting in real-time.

The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved arrow underneath that points from the letter 'a' to the letter 'z'.The Instacart logo, consisting of a stylized shopping cart icon followed by the word "instacart" in a lowercase, bold, sans-serif font.The PwC logo, featuring a stylized graphic of three overlapping squares above the lowercase letters "pwc" in a bold, sans-serif font.The Samsung logo, consisting of the word "SAMSUNG" in a bold, uppercase, sans-serif font.The Airbnb logo, featuring a stylized 'A' icon above the word "airbnb" in a lowercase, sans-serif font.The BMO logo, consisting of the letters "BMO" in a bold, uppercase, sans-serif font next to a circular icon containing a stylized crown.

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Office party



Product launch



Conferences

At Planned, we think your SMM platform should help you stay on top of all your events, regardless of size or who's planning it.

- From your 20-person executive meetings to your 3,000-person conferences
- Keep everyone within policy
- Track your total spending
- Leverage savings on your preferred suppliers and group accommodation

Our tech helps you achieve more, faster

- We use ChatGPT to automate the back and forth with suppliers and automatically collect 3 quotes for all your needs
- Every payment occurs within the platform, enabling real-time reporting and instant supplier onboarding
- Preferred suppliers and pre-negotiated deals can be pushed within platform
- Customizable approval flows let you choose how much oversight you maintain



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Case Study

How we create value for clients with over 5,000 employees

>\$1.2M

in direct costs savings
for each of our clients

95%

average
policy compliance

60%

less time spent planning and
doing administrative work



KEY TAKEAWAYS

Employees aren't always jumping for joy at the announcement of a new procurement program.

But with SMM, you're not only helping them save money. You're also saving them hours in manual work.

Planned is your go-to partner to make your **strategic meetings management** more impactful than ever.



Great things happen when we're together



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Want to chat about your
Strategic Meetings Management?
Regardless of how advanced you are
in the process, we love to talk shop.

[Book a free consultation here.](#)

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