

NBTA Publishes Strategic Meetings Management Profiles

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The National Business Travel Association's (NBTA) Groups & Meetings Committee today published the latest paper in its groundbreaking series, Framework for Success: Strategic Meetings Management Programs. The newest paper, Models of Success: Profiles in Strategic Meetings Management, offers profiles of strategic meetings management programs (SMMP) as implemented in three different companies -- PricewaterhouseCoopers, Xerox Corporation and Scotts Miracle-Gro.

A representative of each of the three companies answered a series of questions on that company's SMMP. Their responses are presented together with each question, so readers can see the similarities and differences of the varied approaches, as well as identify best practices appearing across the companies. The profiles shed light on strategic meetings management strategies and practices in areas such as Program Scope and Reporting Structure, Meeting Policy, and Sourcing and Negotiations.

NBTA Groups & Meetings Committee Co-Chair, Lee Ann Adams Mikeman, said, 'As the practices of strategic meetings management continues to grow, those who are designing new programs or advancing existing programs are eager for examples that show how other companies are finding success. This paper presents the SMMPs of three different companies so that readers have the opportunity to learn about a variety of different approaches.'

Committee Co-Chair, Debi Scholar, CTE, added, 'NBTA's Framework for Success series first introduced the strategic meetings management concept in 2004. Since then, we have seen significant growth of the practice, as highlighted by the wealth of papers and educational resources introduced by various companies and even other associations. We are pleased to see the continued expansion of strategic meetings management and excited to offer this latest paper to further advance the practice.'

Strategic meetings management is the practice of applying enterprise-wide policies and procedures to the procurement of meetings services in order to drive savings, minimize risk, maximize efficiency and enhance value. The concept was pioneered by the NBTA Groups & Meetings Committee, which continues to develop resources on the practice. The papers are available on the NBTA website at www.nbta.org/Research/WhitePapers, some papers are available to all users, while others are available only to NBTA members.

The National Business Travel Association (NBTA) is the world's premier business travel organization. U.S.-based NBTA and its regional subsidiaries - NBTA Asia Pacific, NBTA Canada and NBTA Mexico - serve more than 3,200 members in 30 nations around the globe. NBTA has 41 U.S. Chapters with more than 5,000 members. NBTA members are corporate and government travel and meetings managers, as well as travel service providers, who collectively manage and direct more than US\$170 billion of global business travel expenditures annually. The association provides industry-leading networking, education & professional development, research, news & information, and advocacy. For more information, visit www.nbta.org.

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