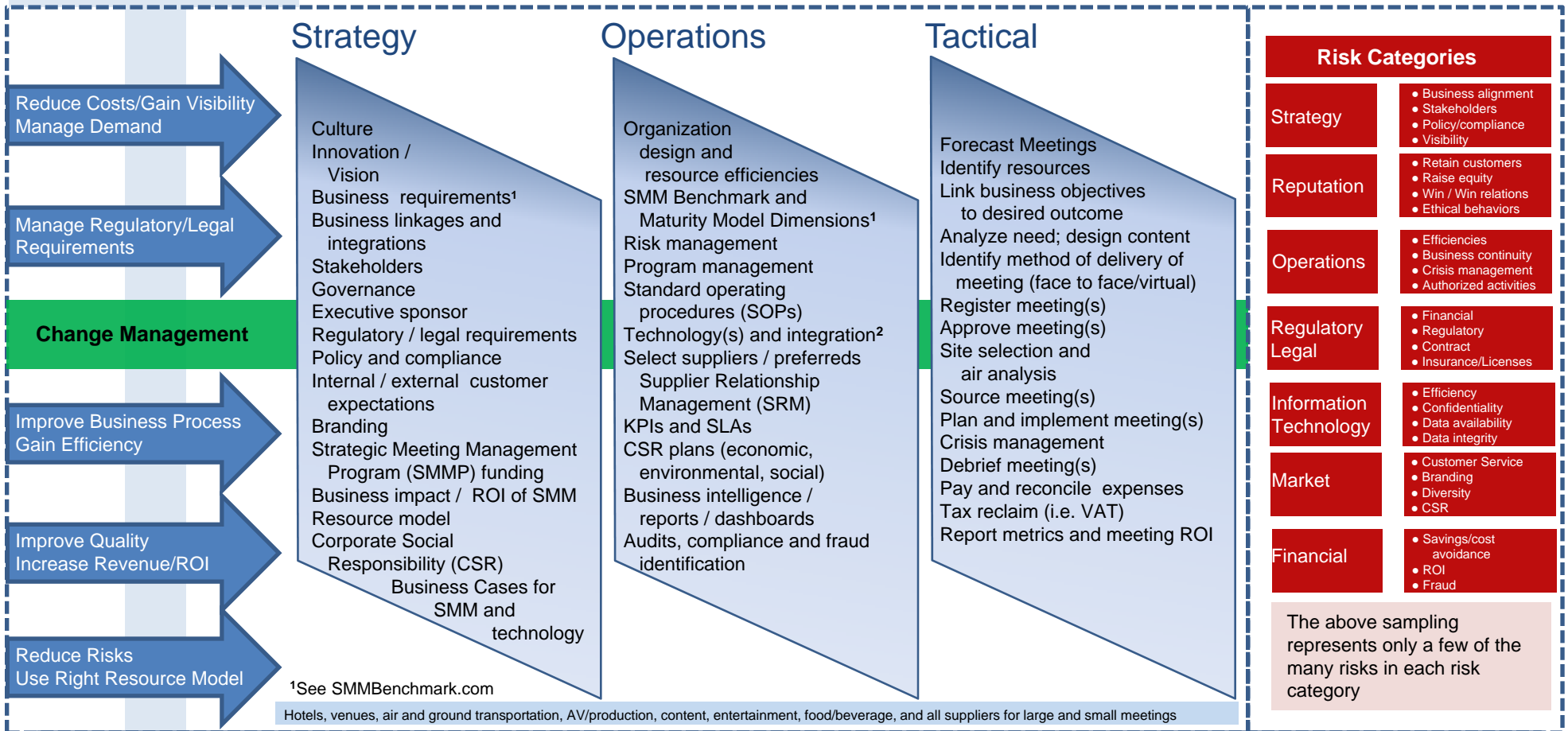




Value Proposition

Strategic Meetings Management (“SMM”) Strategy Articulation Map

Strategic Meetings Management provides direction to guide the strategy, operations and tactical activities of meetings and events in order to improve business processes, quality, and return on investment, and reduce costs, risks and inefficiencies.



²Technologies that may be integrated in SMM

Make technology a means to a solution; not an end to a solution.

Technology should support the organization strategy and enable its processes, not dominate as a strategy.

Organization's Intranet / Portal	Meeting Mgmt. System ³	Customer Relation. Mgmt.	Learning Mgmt. System	Online Booking Tool	Virtual Meeting Technologies ³	Regulatory / Compliance	Expense Mgmt. / ERP System	Enterprise Contract Mgmt. System	Misc. databases
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