

EVENTS & MEETINGS  
MANAGEMENT

*Bringing events to life*



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# Should I stay or should I go!



Pic: Christopher Lee / Getty Images

# Some will stay and some will go



# Do corporations need Event and Incentive in a global down turn



## Who needs event

- Business units
- Event planning group
- Administration
- Procurement
- Marketing
- Sales

## Why do they need Events

- Communication
- Education
- Increase Sales
- Brand
- Increase know-how
- Inspire

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***Ne!***

***No!***

***Change the process  
and make strategic decisions!!***

# Identify what you do and can change

## Internal Meetings

- Small meetings
- Medium meetings
- Large meetings
- Kick-off meetings
- Incentives

## External Meetings

- Marketing and sales events
- Prospect events
- Client events
- Incentives

# Start your event booking process in the right place



- Meeting objectives
- Clear goals
- Evaluate and set targets for return on investment
- Now you can set up the budget
- Start the project

**This is part of a Strategic meeting management process!**



## In this case



- **Clear objectives**
  - Increase brand image
- **Clear target**
  - Boost sales
- **Target that could be measured**
  - 300 sales leads
  - Increased sales by 25%

# Create Strategic Events and Meetings Management program



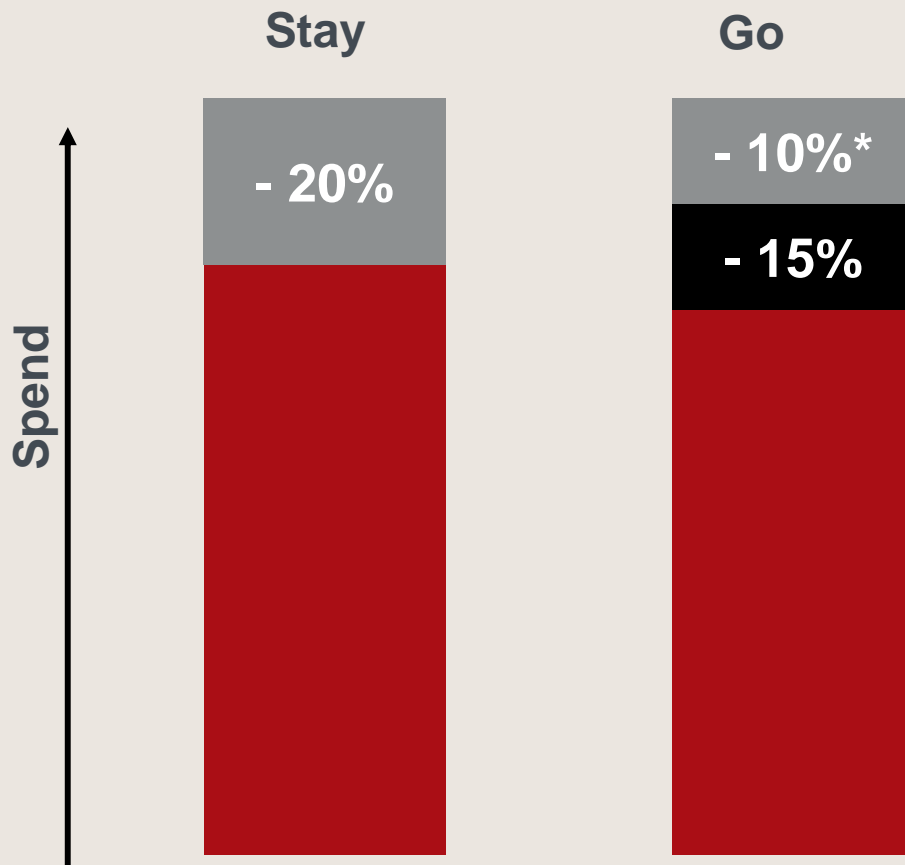
## We would suggest the following Process for success

- Pre study – present situation in the company
- Evaluation of the situation
- Create event manual
- Implement in all business units

## Benefits

- Best practise processes
- Cost efficient planning of Event and Incentives
- Control
- Return On Investment (ROI)

# Manage your process and go!



\* Source: Aberdeen Group 2008

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**Discussion/Questions**

