



CAN YOU OUTSOURCE MEETINGS MANAGEMENT AND SAVE MONEY?

Outsourcing will simultaneously improve your internal efficiencies and reduce your costs.

In challenging times we need to operate at maximum efficiencies in all areas, and meetings and event management is no exception.

A changing world with increasingly unpredictable economic and political climates means that the pressure of keeping a tight control on operational expense is ever more important.

5 GOOD REASONS TO OUTSOURCE COMPANY-WIDE MEETINGS MANAGEMENT

- 1 Gain **visibility** and **reduce the total costs** of managing meetings & events whilst providing **high quality and consistent service levels**
- 2 **Free up internal resource** to focus on strategic and core business areas
- 3 **Improve efficiency** and deliver **cost savings** by standardizing processes
- 4 Leverage a **self-funding solution**
- 5 **Benefit from our buying power:** \$190m managed event spend annually

TYPICAL RESOURCES INVOLVED IN MEETINGS AND EVENTS

Events

Market Intelligence 10%
Scope and Planning 25%
Venue Sourcing 20%
Contract & Supplier Management 10%
Event Management 30%
Evaluation (ROI) 5%

100% of time



Learning and Development

Market Intelligence 0%
Scope and Planning 0%
Venue Sourcing 10%
Contract & Supplier Management 10%
Event Management 30%
Evaluation (ROI) 10%

60% of time



PA / Administration

Market Intelligence 2%
Scope and Planning 1%
Venue Sourcing 4%
Contract & Supplier Management 2%
Event Management 1%
Evaluation (ROI) 0%

10% of time



Understanding cost to your business

Most organizations have three groups of people involved in event processes including gathering market intelligence, scope and planning, venue sourcing, contract and supplier management, event management and evaluation. The time dedicated to event management varies by job role, as illustrated above.

On closer examination of the total cost of this resource to a business, it's easy to see how outsourcing can save you considerable sums of money. The table below shows the internal event labour cost to 'Business A', a professional service organisation, with 10,000 employees spread over 26 locations. As a global brand, 'Business A' has a \$12 million** annual meeting and event spend.

Event labor cost to 'Business A'

No. of Employees	Function	% of time	*Individual cost of Employment	Total cost of Labour
6	Events	100%	65,000	\$485,000
15	L&D	60%	55,000	\$615,000
250	PA/Admin	10%	40,000	\$1,245,000
				\$2,345,000

* Includes benefits, bonus, taxes, contribution to fixed costs.

** These figures only demonstrate cost of labor. Typically organizations are able to save a further 10% of total event spend by adopting cross-functional best practice purchasing and operating initiatives such as preferred venue programs, contracting and cost avoidance measures.

Why Grass Roots?

We are the market leader. Our proven capability in managing outsourced solutions spans over 25 years in the Financial and Professional Services sector. We offer strategic meetings management and attendee management services.

Our clients benefit from our global purchasing power and five offices in key international hubs. Crucially, in today's uncertain times, you can be sure that your investment will be safe with us; we are a financially secure company and furthermore we carry no debt.

We welcome the opportunity to talk to you about how outsourcing can best help **your** business to save money and improve efficiencies.

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