

Partnering With Procurement

Meeting professionals who have not yet worked with procurement can expect to - sooner rather than later. The scrutiny today goes beyond just the meeting's spend to its purpose and how it supports organizational goals.

What is "procurement"? Mark Williams, with IBM's Integrated Supply Chain Procurement Services, says "it's a process of securing services or goods to most effectively meet the buyer's objective, whether it's a certain level of service or best cost or both".

From our independent meeting management perspective, we view working with procurement as an opportunity to demonstrate our value to the company. As well, the sometimes "new" method and viewpoint of proving value challenges us to a different level of introspection resulting

in improved and enhanced services for our customers. For example:

Because procurement is all about standardization of contracts and addendums, maximum return, and minimum spend, we can be more strategic in fulfilling our overall scope of work and not bogged down in pricing discussions and legalese.

Tracking spend, collecting data strategically, and calculating savings has always been important. It equates to bottom line ROI and gives us a quantifiable point from which to demonstrate how our services help support the company's objectives. Our database allows us to present any data in any format.

We have simplified our pricing and defined fees versus pass-through costs to meet the

accounting requirements of our customers and facilitate easy, clean budget and invoicing processes.

Our Time Accounting system tracks how many hours are spent on single tasks, whole projects, and for the customer company as a whole. This allows us to specifically define and manage our labor and overhead costs which results in our simple and concrete fee for service pricing model.

We've embraced our procurement relationships and benefited as a result of the customer/procurement/service provider partnership.



Web-Enabled Meetings: They Are On The Rise!

Incorporating web-based conferencing tools into your overall meetings agenda and management strategy could be beneficial—and save money.

Some examples of use: internal information exchanges, product updates, training, seminars, some CME, "refreshers", and to maximize your audience/reach in a given program.

GCI's webcast services include:

- ◆ PowerPoint, Audio and Streaming Video
- ◆ Web Polling
- ◆ Moderator/Participant Technical Support
- ◆ Online chat option between attendee and moderator and between attendees
- ◆ Live (conference call) Question and Answer Session

- ◆ Outlook invitation requests & reminders
 - ◆ Customized registration questions
 - ◆ Tracking attendee movement (conversations, questions, logging on and off)
 - ◆ Reporting features (reports show who attended the webcast, questions that were asked, and responses to poll answers)
 - ◆ Rehearsal of webcast presentation with moderators
 - ◆ Archived Presentation and Master File (includes audio and/or video)
 - ◆ Design of customized appearance for archived presentation
 - ◆ Duplication of CD-ROM or DVD for post event distribution
- Call or email us for more information!**

Ask Us About...

- ∴ Supporting webcasts and web-enabled meetings; we have the technology and the task expertise
- ∴ Honoraria and physician payment services
- ∴ Options for "leave behinds" that really are useful—and different
- ∴ Web based post program surveys and reporting

Did You Know...

- ◆ On Wall Street, a "quack" is a quarter-point change in a stock's price
- ◆ December 12, 1899 George Grant, of Boston, Massachusetts, patented the golf tee.
- ◆ Flies DO exist in Alaska. In fact, there are almost no WORMS in Alaska
- ◆ Israel is one-quarter the size of the state of Maine.
- ◆ The first rock 'n' roll song to hit #1 was "Rock Around the Clock" by Bill Haley and His Comets. It held the top spot for 8 weeks.



GCI's People News:

Jeanine Kingeter, our Human Resources Manager, has earned her Master of Science Degree in Management—with concentrated studies in Leadership Strategies—from Rosemont College

Miriam Bowerman, Manager Associate Development & Relations, has completed the Training Management Certificate Program through the Mid-Atlantic Employers Association

Alicia Bush has been promoted from Receptionist Extraordinaire to fulfill our newly created position of Data Coordinator

Considerations That Drive Quality When Ordering A/V

Hiring our A/V vendor professionals gives you the following:

1. Assurance of Personnel - one person rehearses the program AND runs the show from start to finish
2. Assurance of Equipment - we utilize the best quality equipment for the job and always have a backup projector, laptop, bulbs, etc.
3. Assurance of Presentations - we know you and your expectations. Trusted A/V partners have the same high standards of quality.

Improve meeting effectiveness:

- ◆ Be wary of trying to save money on lighting. Poor lighting can make it difficult to see the face of a presenter. A little extra spent on creative "uplighting" can bring backdrops alive and brighten up the stage to make it attractive to your audience.
- ◆ Use pipe and drape to make a dramatic improvement in the appearance of a presentation. It "frames" the screen and blocks out what's immediately behind it (sconces, doors, windows, etc.)
- ◆ Add table mics to amplify people's remarks. For groups of more than 20 and/or when U-shapes are large/wide, it's harder to hear everyone.
- ◆ For larger programs, we will "run mics" - i.e. have GCI staff run microphones up and down the aisles to hand to anyone who would like to speak during Q & A. This adds a lot of professionalism to the meeting, and is easy on the ears!
- ◆ Avoiding using standard banquet tables on the stage. They create a barrier between a panel and the audience. Instead, use a coffee table and some comfortable chairs to create a more natural and open setting.

Essential Clauses – Updated

A number of events and circumstances over the last few years have occurred that require updating of contractual language to keep up with the times. Here are just a few critical points to consider:

Force Majeure; in the wake of 9/11, hurricanes, and tsunamis, this clause should detail steps the selected facility will take in the event of a disaster.

Condition of Premises; the property is required to be in the same condition or better as when the contract was signed, and to maintain any of its ratings by specified services; i.e. Mobil, AAA.

Cancellation; should set forth specific obligations, without the need for litigation or arbitration, in the event one of the parties cancels.

Attrition; Attrition is no longer predictable so build in flexibility, and include:

Mitigation; this clause requires either side to lessen particular damages, for example, the hotel might be required to make a "best effort" to resell unused rooms from the contract block.

Liquor Liability; if alcohol is to be served, the provider must indemnify and hold harmless the sponsor of the meeting in the event of any claim.

-excerpted from Meetings & Conventions Magazine

"No Butts About It"

-from meetingsnet.com/Corporate Meetings

Guests at Westin Hotels & Resorts in the US, Canada, and Caribbean will no longer have the option to smoke in guest rooms or public areas. A smoking ban went into effect in January at 77 properties, allowing guests to light up only in designated outdoor areas.

Westin, a brand of Starwood Hotels & Resorts, says it based its decision on positive feedback from eight properties in the chain that already operate smoke-free, as well as surveys that found that 92% of guests requested a smoke-free room, and 80% preferred smoke-free restaurants and public areas. The 44 Westin properties outside the US, Canada, and Caribbean are not affected by the ban.