

A hand holding a magnifying glass over a globe, symbolizing focus and visibility. The background is a blurred globe with a blue tint.

Gaining Visibility Into Simple & Small Meetings

Most large global organizations*

60%

of their M&E spend

- is on small meetings
- is not centrally consolidated
- doesn't have a standardized sourcing tool

Small Meetings Technology goes beyond providing visibility.



Reduce time spent on all bookings



Personalize the user experience



Optimize costs and compliance



Manage Risk



Strengthen supplier relationships

Capture untracked transactions

Better measure your spend through automated dashboards and integrations



How to Boost your hotel program

Increase your attachment rate and policy compliance

What We Recommend

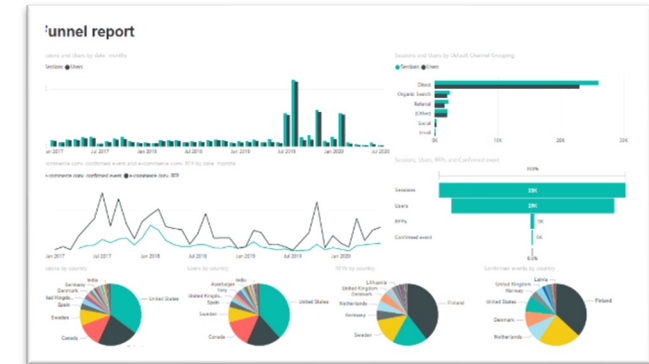
- Use distribution channels to put forward preferred suppliers
- Upload pre-negotiated rates and venues
- Utilize a system where you can see a clear view of spend by supplier



Scalable levels of tracking

Account overview through personalized dashboards

- Monthly or weekly personalized reports
- Complete account-level overview of bookings, volumes and spend by supplier and user



Go further with our business analysts

- Complete program-level overview of your spend with actionable insights to maximise compliance and savings
- Summarized at enterprise view with existing program reports



Reduce the risks of meeting offsite

Keep your attendees and data safe

- Secured URL with locked interface
- Approval process within the tool
- Know when and where meetings are happening
- Secured payments (PCI Service Provider Level 1)



Case study snapshot

Navigating the deep waters of controlled budgets and compliance with CWT easy meetings

Global Cargo & Shipping Client

Brief

- Client operates in 24 countries around the world
- **Lacks visibility** and data on meetings activity and wants **more control over non-managed spend**
- Looking for a **cost conscious and scalable** solution to ensure **compliance in all transactions**
- Requires a streamlined solution to be implemented first in the Nordics and then **globally**

Solution

- Built a **digital interface** where users could either: **book a meeting room** in CWT easy meetings OR send a meeting support request to the local CWT teams
- Interface directly **integrated in the client's intranet**
- Set up **account tracking tools** within the system to see activity by user group and allow supervisors to view and approve each booking
- Covered different countries in their **local language**

Result

- Platform praised by client's teams for its **great user-experience**
- Users spent **considerably less time on booking venues**
- Client realized they had a lot **more small meetings activity than expected**
- Gained more visibility on spend, achieved **100% compliance** in all bookings and gained more **control over their budget**
- Client decided **to expand to more markets** and more regions around the world

Top 6 global providers

meeting
package.com

Meetingsbooker.com

groupize

ONE common challenge

The Venues/Hotels
still need to manage their meeting space and make it available for online sales

**The solution is ready –
The world is connecting**

cvent

meetago®
[for meeting planners]

groups360
YOUR NEXT MEETING
STARTS HERE.

Snap-Shot on high-level provider comparison

(changes constantly)

Provider	MeetingPackage	MeetingsBooker	Groupize	Cvent (TBD) – Simple Meetings	Meetago	Group360
Capability						
# of venues	250K	150K	170K	225K	100K	200K
# of Countries	110+	? (mostly EMEA)	165+	175+	50?	175+
Instant Booking	✓	✓	✓	✗	✗	✓
RFP/Inquiry	✓	✓	✓	✓	✓	✓
AV	✓	✓	✓	✓	✗	✓
Food & Beverage	✓	✓	✓	✓	✓	✓
Misc. Services	✓	✗	✗	✓	✓	✓
Central Bill/Invoice	✓	✓	✗	✓	✓	✗
Sleeping Rooms	✓	✓	✓	✓	✓	✓
Multi-lingual	✓	✓	✗	✓	✓	
Global POS	✓	✓	✓	✓	✓	✓

CWT Meetings & Events