



Business Travel Show

Small Meetings:
The New Opportunity to Make Savings

Meetingsbooker.com

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 **Black Box**
Partnerships

THINK BIG • ACT SMART • MOVE FAST

Introducing:

- Ciaran Delaney
- Jef Robinson
- Leigh Cowlshaw

 **Business**
Travel Show

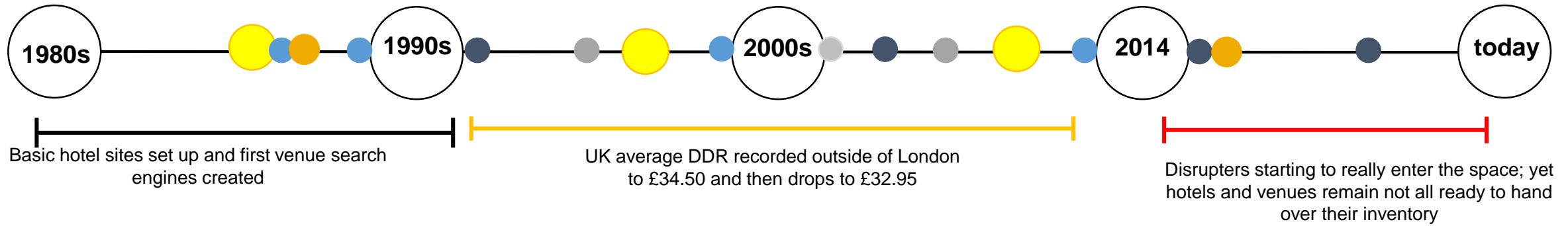
Evolution of the Meetings Industry

Focus

Suppliers: Hotels and venues are working through ways to provide more static content re meetings and showcase their “discretionary spend”

End Customers: From the early 1980’s until recent; travel/accommodation have been divorced from the procuring of M&E and including small meetings

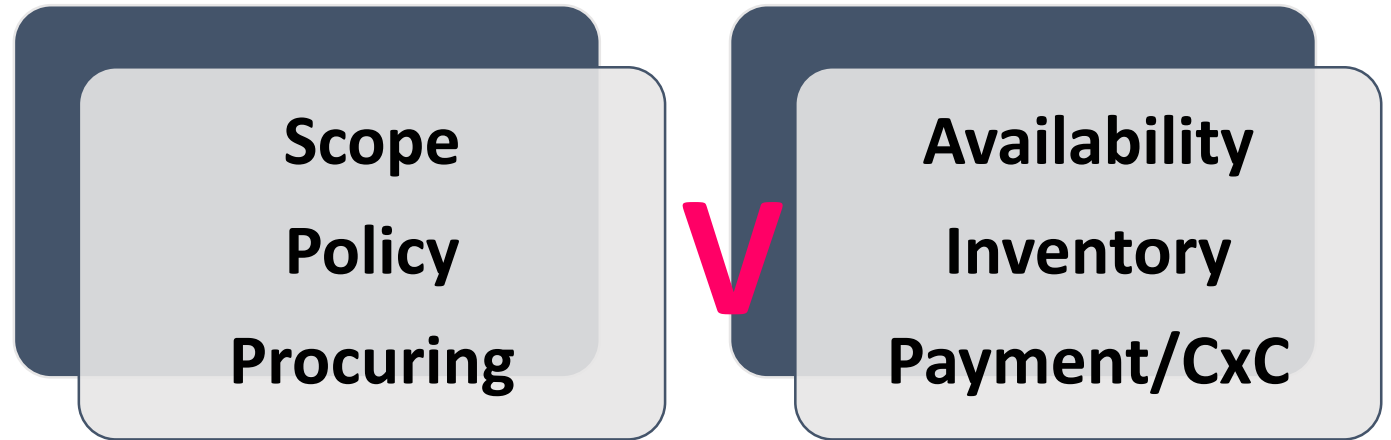
Disrupters: Have been driving more content via their platforms which has supported agencies and the direct corporates



Key

- DDR averages noted
- Speakers enter the M&E space
- Tech dedicated to M&E disrupts the marketplace
- Rise of M&E apps

Discussion Topic Overview



Would “instant book” work with approvals and contracts?

...or do issues remain?



Instant Book

MB research:

47% instant – 53% priced request



Upon Request

Request For Pricing (RFP)

How do you quantify savings?



Time/resource

|

Value

|

Processing

Where are there opportunities for small meetings?



Restriction or no choice



Education



Ring fence out



Treat like transient



Benchmarking data

How will this
area grow by
2025??



Venues? | TMCs? | Client? | Planners?



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Q&A with:

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