

R.D. Brown Company

Meetings Management Analysis

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R.D. Brown Company offers a service that allows clients to benchmark their methods and practices for managing meetings and group travel. The **Meetings Management Analysis** uses an online survey format to gather information about your meetings management and provides a comparison to other companies similar in size, region, and/or industry. R.D. Brown Company has used this methodology for benchmarking for over 10 years.

R.D. Brown's benchmarking service offers the following:

- A comparison of meetings and group travel management practices against "best practices" and other companies that have participated in the process.
- Direction for action needed to close the "gap" between current and best practices.
- A validation of current practices, supplier relationships, configuration, and service delivery.

You can complete key survey questions online covering six major meetings management components, including:

- Meetings Management Strategy
- Support Services and Configuration
- Meeting and Group Travel Policy
- Strategic Sourcing
- Information and Data Management
- Budgeting, Payment, and Expense Reporting

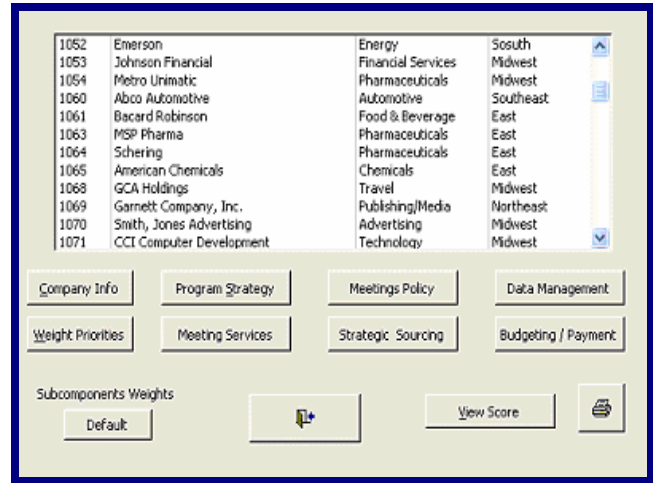
Each participant's results are compared to other companies' practices, and R.D. Brown provides a thorough analysis that evaluates your company's performance in the six major meetings and group travel management component areas, as well as in 35 subcomponent areas.

The report includes a management summary with a **Meetings Management Index**, the company's strengths and weaknesses, examples of best practices, and recommendations for improvement.

R.D. Brown can also work with your organization to address opportunities for improvement and define service solutions available.

For additional information about R.D. Brown's **Meetings Management Analysis**, please contact us at rdbrownco@aol.com or 847-854-5432.

R.D. Brown Company is an Illinois corporation formed in 1983 to provide corporate and government consulting services related to the travel industry. The company provides consulting and outsourced project services for corporations on a national and international basis.



Benefits

The **Meetings Management Analysis** identifies issues and gaps in your current meetings and group travel management program. It also provides direction on how the program compares to industry best practices, and it allows you to utilize R.D. Brown's experience and expertise to help you move the program to a higher level.

- Validate current practices – if your program is already strong, the analysis will reflect the strong practices that validate your efforts.
- Gaps identified - areas for improvement, cost savings, efficiency, and/or process improvement will be identified and recommendations will be made for improvement.
- Database - the source used to compare your meetings and group travel management practices contains data from companies that have gone through the benchmarking process, including multinational global organizations.

