

# Computer giant finds efficiencies and savings through consolidated meetings process

MEETINGS & EVENTS  
NORTH AMERICA

## THE CHALLENGE

A leading technology company had been sourcing and negotiating contracts for its wide range of complex meetings in a one-off manner. Diverging priorities and the lack of a consistent process was resulting in significant penalties for cancellations and changes. Three specific events, to be executed simultaneously (one in 22 different locations), especially highlighted the need for immediate process change.

## THE SOLUTION

While assuming responsibilities for the existing meetings and events program, Carlson Wagonlit Travel identified opportunities to improve the sourcing process and first recommended a consolidated process with one client representative and one CWT point-of-contact.

CWT specialists created a template with key negotiations points and an easy-to-use request form, arranged site visits, negotiated contracts and contract verbiage to protect the client from greater liability, and simplified reports to make it easier for the client to compare options.

CWT also created a database for canceled space (previously not tracked) to mitigate damages of cancellation penalties, and a second database to capture cost avoidance opportunities to include in overall savings. By capturing overall spend, the client, through the experienced CWT sourcing team, would better leverage future contracts.

## CONTACT

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## THE RESULT

The consolidated process brought clarity and savings.

**Meeting A—22 simultaneous training meetings in North and South America, Asia Pacific, Europe and Middle East:** Savings from reduced room rates, reduced attrition, complimentary rooms and upgrades, reduced cancellation penalties, and reduced or waived meeting room fees amounted to \$426,000 (based on comparison to original contract terms). CWT used past history spend to negotiate better hotel rates and created a more uniform process, one source of attendee information, and consistent Website branding. There is now one point of contact for all multi-city meetings.

**Meeting B—User conference in California:** CWT facilitated a \$72,000 credit applied to a new booking.

**Meeting C—International product marketing meeting in Italy:** The client saved \$24,000 from reduced room rates, reduced attrition, complimentary rooms and upgrades, reduced cancellation penalties, and reduced or waived meeting room fees.

## FAST FACTS

**Industry:** Computer technology

**Scope:** Meetings and events in four regions

**Volume:** \$70 million in global M&E spend

**Results at a glance:**

- One point of contact for simplicity, clarity
- Uniform sourcing and contract processes
- Saved nearly \$10 million since implementation