

High-tech company simplifies process, realizes huge savings with CWT-managed meetings and events

MEETINGS & EVENTS NORTH AMERICA

THE CHALLENGE

A high performance network solutions company holds annual meetings and events throughout North America, with up to 1,500 employees traveling to any one event. With no corporate event planning team or standardized policies in place, it relied on administrative staff to plan meetings and events on an individual basis, using an in-house registration system that was disorganized and provided little service to travelers and staff.

Often the company could not find venues for its short-term events, and frequently changed the dates of events after booking a site. With numerous non-negotiated hotel contracts spread across various suppliers, the company incurred thousands of dollars in non-performance attrition fees and \$1 million in cancellation fees in just one year alone.

THE SOLUTION

The company turned to CWT to negotiate hotel contracts and leverage more value from suppliers. To reduce attrition rates and fees, *CWT Solutions Group*[®], which already manages the company's group air, negotiated better indemnification and cancellation clauses and standard concessions in the client's hotel contracts.

CWT also developed a more organized approach to the company's meeting planning process. It implemented StarCite, a third-party Web-based registration tool, to improve and simplify the registration process, and provided onsite training of staff and travelers to increase the rate of use.

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THE RESULT

The client has saved an average of 26 percent on CWT-managed meetings and events, including \$54,000 on one event at Boca Raton, Fla. Through better negotiated hotel contracts, CWT has helped the client improve performance and reduce fees from attrition and cancelled events.

The company has a more organized meeting planning program and its registration process has significantly improved. It is considering implementing a StarCite's meeting planning tool to gain oversight of its meeting and events planning and spend.

CWT is also working with an outside agency on a consolidated plan for air, hotel and meeting planning to leverage total spend, save additional dollars, and centralize the client's travel and meeting management planning.

FAST FACTS

Industry: Network Solutions

Scope: 15 annual meetings/events in NORAM, attended by 10-1,500 employees

Volume: \$12M U.S. on travel; \$7M on meetings

Results at a glance:

- 26% average savings on meetings and events
- Better hotel contracts reduced attrition and cancellation fees

