



**Betsy Bondurant, CMM, CTE**  
**President**  
Bondurant Consulting

Bondurant Consulting, led by Betsy Bondurant, CMM, CTE offers a unique 360° perspective with over 30 years of industry expertise in hotel sales, meeting & trade show management and corporate travel, including 12 years of direct involvement in the discipline of Strategic Meetings Management.

Betsy developed and implemented Strategic Meetings Management at the world's largest biotech company, which also provided her deep insight into the regulations affecting the Life Sciences industry. In 2007, she moved from the corporate meeting world to consulting, much of which has been on the procurement side as well as providing support to suppliers and corporate clients. In 2009, Betsy was one of the first to achieve MPI's Accredited Trainer designation. This diverse background positions Betsy uniquely for the successful development and delivery of outstanding SMMP content.

## keeping it SiMMPLe

Strategic Meetings Management: *Practical, Light and Effective*

### On-Boarding Services

Have you just signed a contract with a new client and now you are in the critical first 90 days toward full implementation? How do you make the start-up process happen successfully and seamlessly? As new relationships between clients and suppliers are developed Bondurant Consulting has recognized the need to effectively on-board new suppliers to ensure a successful transition. A minor misstep in this initial relationship cultivation can have negative effects for months to come!

By bringing in Bondurant Consulting, you bring in an unbiased, experienced 3rd party who delivers objective and comprehensive methodology regarding the development of strategic relationships which are critical to the success of your start-up process.

In alignment with its *Keeping it SiMMPLe* philosophy, Bondurant Consulting provides a variety of On-boarding and Implementation services to the client and/or supplier to help build effective and long term relationships, such as:

- Facilitation of strategic planning sessions to gain cultural understanding, brand requirements and operational needs
- Development of deliverables and process maps required for successful delivery of Scope of Work
- Team training on new processes, procedures, and technologies
- Communication plan implementation
- Creation of Service Level Agreements (SLAs) through collaboration with the client & supplier
- Counseling as both parties cultivate their new partnership

**Contact Betsy to discuss your on-boarding needs today!**