



**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*

## Customized Strategic Meetings Management Consulting Services

Has your boss just asked you to determine how to develop and implement a Strategic Meetings Management Program (SMMP) for your company? Is meeting, event and/or trade show spend a new category you have been given responsibility for managing? Are you trying to establish what the meetings spend is and what the savings potential could be for your organization? If any of this sounds familiar, Bondurant Consulting is here to help!

Bondurant Consulting has proven expertise in the areas of:

- Corporate meeting, event, trade show and travel category management
- Strategic planning and global operations
- Training and process re-engineering

Customized consulting packages can be specifically designed to support client needs for short-term immediate solutions as well as long term, strategic program objectives.

### SMMP Support Available:

#### **OPPORTUNITY ANALYSIS**

Review corporate financials, identify potential volume of meetings. Examine corporate meeting mix, understand who is planning meetings.

#### **BUSINESS PLAN DEVELOPMENT**

Executive summary, data review, savings opportunity, SMMP proposal.

#### **MEETING POLICY DEVELOPMENT**

Review existing travel policy, cultural appraisal, global and regional variations, communication planning.

#### **ASSESSMENT OF TECHNOLOGY PROVIDERS**

Automated approval process, data collection requirements, functionality options, on-line registration, end-to-end booking solutions.

#### **PREFERRED SUPPLIER PROGRAM**

Identify supplier categories, determine number of suppliers per category, support RFI and RFP process, establish pricing, perform supplier training.

#### **COMMUNICATION PLANNING**

Change management, Global meeting forum development.

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consulting

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