

Success story

## High compliance results through 'one team' approach



Developing an effective strategic meetings management programme with a 'one team' approach to driving compliance.



Savings over three years.



Compliance to Capita Travel and Events.



Compliance to preferred venue programme.

### Service streamlining

A leading professional services firm had historically worked with multiple venue-find and event agencies.

"With its meetings and events spend increasing year-on-year, the firm needed to drive policy compliance to achieve better visibility of spend and venue use, improve employee welfare, and reduce unnecessary spend.

"It recognised the opportunity to consolidate its meetings activity through a single, specialist provider."

**M&E Account Manager,**  
Capita Travel and Events

The organisation required a supplier that could manage specific and specialised work streams including:

- A large learning and development programme.
- Complex international events.

- A high volume of UK venue find, taking into account the company's brand and the identity of its different products and services.

### Strategic meetings

A strategic meetings management programme (SMMP) was designed and implemented to encompass:

- Rate benchmarking and analysis of external venues.
- Design and implementation of meetings and events policy.
- An adapted programme for specific service line needs, such as learning and development, ensuring overarching policy terms were applied to all.
- Creation of rate caps in all key locations.
- Customised venue terms and conditions, to include cancellation, attrition, competitors in house and force majeure.

## Policy compliance

The customer was looking for a collaborative 'one team approach' in which its agency was fully integrated into the customer's own team.

In order to drive policy compliance within the firm, an 'implant' Meetings Services Manager and Account Manager were introduced to the customer's own head office. This allowed the team to develop a high level understanding of the firm's culture and build strong relationships with its employees.

A dedicated team was introduced to manage all bookings on behalf of the firm. The team completed the customer's brand immersion training to help

ensure that all venue and event services meet and reflect its high quality brand standards.

The firm's employees were introduced to a bespoke landing page on their internal intranet. The page hosts all meetings and events tools that are also managed by the dedicated team.

This team is responsible for ensuring bookings are compliant with the firm's policy and its preferred venue programme.

A 'champions network', which is comprised of the firm's executive assistants, ensures that important information relevant updates, venue knowledge and educational networking events are cascaded throughout the business.

## Proven success

The success of the implant team and the SMMP are reflected by high compliance rates; 85% compliance to the customer's preferred programme and 86% compliance to Capita as the specialist service provider.

Another advantage of using a single specialist agency has been an impressive 78% reduction in venue cancellation charges in a single financial year alone.

Over a three year period, the team has successfully saved the firm £10m.

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**"With total meetings management we've been able to consolidate preferred venues within the UK to 162, a reduction of almost 75%. Our service team is seen as our customer's team and bookers can't differentiate between our team and the firm's own people - a true extension!"**

M&E Account Manager, Capita Travel and Events

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## Highlights

- Development of a strategic meetings management programme encompassing preferred venue benchmarking and consolidation, policy design, maximum rate caps, customised venue terms and conditions and a dedicated team to manage all bookings.
- Introduction of on-site 'implant' specialists at customer's office.
- 85% compliance to the customer's preferred programme and 86% compliance to Capita as the specialist service provider.
- £10m saved in three years.

If you'd like to know more, get in touch with a member of the team:

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