

STRATEGIC MEETINGS MANAGEMENT

“Optimize your meetings for maximum business impact, cost savings, and strategic alignment.”

Schedule

Date	Venue	Fees (Online)
02 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This 1-day online course provides participants with a structured approach to managing meetings strategically, aligning them with organizational goals, and delivering measurable business value.

By mastering the principles of Strategic Meetings Management (SMM), participants will learn how to streamline meeting planning, improve cost efficiency, enhance attendee experience, and drive greater return on investment (ROI).

Objectives

By the end of this course, participants will be able to:

- Understand the key components and benefits of a Strategic Meetings Management Program (SMMP).
- Apply best practices for planning, executing, and evaluating meetings and events.
- Establish governance, policies, and technology solutions for managing meetings effectively.
- Identify cost-saving opportunities and improve vendor management.
- Measure the ROI and business impact of meetings

Why Attend

- Gain a strategic approach to planning and managing meetings.
- Learn tools to optimize budgets, resources, and supplier contracts.
- Improve compliance, consistency, and quality in meeting delivery.
- Enhance visibility and reporting on meeting performance.
- Position yourself as a strategic partner within your organization.

Target Audience

This program is designed for:

- Meeting and event planners responsible for corporate or client events.
- Procurement professionals managing meeting-related spend.
- Travel managers and administrative leaders overseeing corporate meetings.
- Business leaders looking to align meetings with broader company strategy

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking in meetings management.
- Effective budget and cost control techniques.
- Enhanced negotiation and supplier management skills.
- Data analysis for meeting performance and ROI.
- Improved governance and risk management in meetings.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Streamlined meeting processes and reduced costs.
- Improved alignment of meetings with business goals.
- Stronger compliance with policies and industry standards.
- Enhanced attendee satisfaction and engagement.
- Better reporting and insights for decision-making.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core principles of Strategic Meetings Management Programs (SMMP).
- Case Studies - Examples of successful SMM implementations across industries.
- Workshops - Exercises in creating meeting strategies, policies, and metrics.
- Peer Exchange - Group discussions on shared challenges and solutions.
- Tools - Templates for meeting planning, vendor management, and ROI tracking.

Course Outline

Training Hours: 9:00 AM – 4:00 PM **Format:** 3 Learning Modules | Breaks: 11:00 & 2:00

Day 1: Strategic Meetings Management

- Module 1: Introduction to SMM (09:00 – 11:00)
 - Understanding SMM concepts and benefits.
 - Key components of an effective SMMP.
 - Aligning meetings with corporate goals.
- Module 2: Planning and Execution Strategies (11:15 – 1:15)
 - Best practices in meeting planning and vendor management.
 - Policy development and compliance.
 - Leveraging technology for SMM success.
- Module 3: Measuring Impact and Continuous Improvement (2:00 – 4:00)
 - Defining metrics and KPIs for meetings.
 - Analyzing data for cost savings and ROI.
 - Creating an action plan for SMM implementation.

Certification

Participants will receive a Certificate of Completion in Strategic Meetings Management, validating their knowledge and ability to implement SMM practices to deliver measurable business results.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
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Interested in running this course for your team?

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