

INDUSTRY REPORT 2018

AN INSIGHT INTO MEETINGS AND EVENTS,
ACCOMMODATION AND TRAVEL



INTEL

Hidden industry fuelled by people power



Douglas O'Neill,
CEO, Intel

We've been described as a "hidden industry." But I've been fascinated to read just how big a punch the meetings and events industry packs.

According to Oxford Economics, it creates more direct jobs in the United States than the automotive, chemicals and food sectors, and employs more workers than telecoms or oil and gas.

But I can't help wondering how many of those jobs will still exist in 20 years. The McKinsey Global Institute recently estimated that up to 800 million workers in diverse industries worldwide will lose their jobs to automation by 2030, while in the UK 20% of current jobs could be replaced by Artificial Intelligence and Augmented Reality spin-offs.

At Intel we're ahead of the game when it comes to technology, a case in point being our Bright Sparks programme to welcome technology companies into the business to showcase their products. We know that innovative technology enhances both our customer service and the customer experience.

It's all the more important given the decision by big hotel chains in the US to cut group commissions for meetings and events. I'll be watching closely whether the UK follows suit, and how that will affect our industry.

Events and meetings is a people industry above all, however, and no matter how sophisticated the AI there will always be a place for the legions of talented, enthusiastic and caring staff whose personal knowledge adds value in a way that machines never could.

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Douglas O'Neill,
CEO, Inntel

So, where are we and where are we going?

Inntel's tracking and analysis identifies patterns across all aspects of its business in alignment with wider industry benchmarking and trends.

3.5%
predicted global
airfares rise

80%

of business travellers say face to face meetings are essential



70%

of Inntel clients have implemented the meetings management portal



55%

of events booked with Inntel were held in traditional hotels

56%

of managers are considering how Brexit will impact their travel programmes



45%

in more unusual and unique venues



AVERAGE INCREASES IN INNTEL CLIENT SPEND

Meetings & Groups +19.98% | Rooms +7.43%
Events +29.23% | Rail +18.36% | Air +31.34%

9,000

new hotel rooms opening
in London in 2018



56% of Meetings and Travel Managers are considering how Brexit will impact their travel programmes in 2019.¹

This year, global airfares are predicted to rise 3.5%, with higher hikes in western Europe of **5.5%** year on year and by **7.1%** in eastern Europe, partly due to the hosting of the World Cup football in Russia summer 2018.²

New high-speed rail services in Europe are now seen as an alternative to air travel.³

Meeting costs in Europe are predicted to increase around 3%, but Inntel's 2018 H1 results show flat day delegate rates vs last year.⁴

Inntel have joined the global Radius Travel & Meetings network - connecting the agency with 160 like-minded meetings and travel management companies globally.

Technology continues to evolve the nature of booking and managing meetings and travel and **57% of Inntel clients have implemented the agency's Meetings Management Portal.**

2018 will see a spike in high levels of approximately **9000 new hotel rooms** opening in London, more than the 8000 rooms that opened in 2012, the Olympic year.⁴ Hotel rates in London saw a **4.3%** increase last year but a low increase of **0.5%** expected for 2018. In the UK provinces, average hotel rates are expected to increase by **0.6%**.⁵

80% of business travellers say that face to face meetings are essential to achieving business objectives.⁶

55% of corporate events were held in traditional hotels. **45%** took place in more unusual and unique venues.⁷

The highest 2018 ADR (average daily rates) at hotels in Europe are forecast to be Geneva (€242), Paris (€236), Zurich (€197) and London (€163).

Source:

[1] Inntel January 2018

[2] GBTA

[3] Buying Business Travel

[4] Econometric forecasts: pwc 2018

[5] Econometric Forecasts: pwc 2018
and STR benchmarking January 2018

[6] Inntel CSQ 2018

[7] Inntel 2018

Does your Duty of Care extend to external meetings?

As companies prepare for home-based, off-site and international meetings attendance, there is concern that employers may lose sight of their Duty of Care as soon as their employees leave the building.

Every reasonable step

Employers are required to take every reasonable step to ensure the health, safety and wellbeing of their employees.

This includes abiding by the relevant employment and health and safety legislation and the common law duty of care.

“follow these rules to avoid punishment or penalties”

While legislation tends to have a forward-thinking remit - “follow these rules to avoid punishment or penalties” - common law is based on past judicial decisions. In the case of duty of care by employers, this means that judgments on negligence and liability are made by looking back over similar situations and considering whether any precautions that were taken were sufficient.

The Health and Safety Executive (HSE) and the Institute of Directors publish guidance on the H&S responsibilities of company directors, encouraging boards to accept their collective role in providing health and safety leadership, take decisions and actions that reflect their health and safety policy.

Since the introduction of the Corporate Manslaughter and Corporate Homicide Act in 2007 the HSE has been actively prosecuting directors and managers for health and safety failings within their company. And when the sentencing guidelines were update in February 2016, the activity stepped up a notch.



For example, in the year ending 31 March 2016, the number of directors and managers prosecuted by the HSE rose to 46 (from 15 the previous year) and fines rose by 43%.

While the majority of all HSE prosecutions are related to site-based accidents, companies also have a duty of care to their employees who are off site on company business.

In the case of business travellers, employers would be wise to actively consider the many problems their employees could face while they are away from base and plan how each one would be handled. Because if they are on your business they are on your watch – and the cost of prevention is less than the cost of dealing with incidents.

Plan here for problems there

Sadly there are many real risks facing business travellers, especially those heading abroad. At one end you have the (rare) cases of terror attacks, kidnapping, epidemic diseases and natural disasters, at the other the far more frequent incidents such as road accidents, illnesses and falling victim to petty crime.

These and more could be considered under the Duty of Care section of a comprehensive and robust Travel Management Policy. The Duty of Care aspects could sit with your company’s security team or your HR department, but meetings and travel managers, organisers and bookers should also be able to contribute to the document and keep it updated to reflect new and changing information.

Accept the responsibility

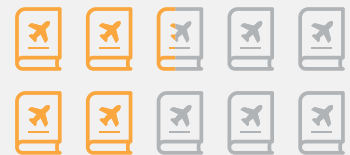
According to research carried out by Atomik Research in 2015, just 44% of the 103 HR professionals questioned (in December 2015) said that they provide staff working overseas with company guidelines for travelling on business. Only 38% said they carry out risk assessments if an employee is being sent into an area considered ‘high risk’.

Even more worryingly, many of those questioned believed that their travel management company (TMC) would provide medical and security assistance for employees travelling abroad (55%) and 40% thought they would handle any required crisis management and response. While this may be true in some cases, most TMCs would not have the specialist expertise or network required to deal with absolutely any kind of incident, anywhere in the world.

ATOMIK RESEARCH IN 2015

44%

provide staff working overseas with company guidelines for travelling on business



38%

carry out risk assessments if an employee is being sent into an area considered ‘high risk’



40%

think their TMC would handle any required crisis management



Does your Duty of Care extend to external meetings?

Consider the worst case scenario

In the field of psychology, 'catastrophising' refers to the tendency to view events as worse than they really are.

While it may not be a helpful approach for day-to-day life, it is exactly the kind of mindset that you need to adopt when considering the consequences of business travel. Because once you have thought about everything that could possibly go wrong you can work out how you would deal with it if you had to.

Looking at the potential pitfalls already mentioned (terror attacks, kidnapping, epidemic diseases, natural disasters, road accidents, sudden illness, petty crime) each one of them could be considered alongside a list of questions that need to be answered in each scenario:

- **Who would they contact, and how?**
- **Who would take responsibility for their wellbeing?**
- **Who else would need to be informed?**
- **What steps would be taken to improve their situation?**
- **How would those steps be funded?**

While some incidents are statistically more likely than others, this does not mean that nothing can be done to prevent them. Risk management is a refusal to believe that 'accidents happen'. Take road traffic accidents, which would rank as a high risk event for employees travelling abroad.

The fact is that different countries have different rules that can catch people by surprise.

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In Belgium, the speed limit along most residential roads is just 12 miles per hour.



In Denmark, drivers have to slow right down along wet roads to ensure other road users are not splashed.



In Switzerland, pedestrians are considered to have right of way and are likely to step into the road and expect drivers to stop.

So while your employees may be perfectly able to drive, part of your Duty of Care could involve advising them how to drive elsewhere.



TOP TIPS

CREATE DESTINATION GUIDES

Prepare guidelines for your travellers explaining any local rules, regulations and customs that could get them into trouble if not adhered to. The UK Government's Foreign Office keeps its website updated with travel alerts, local laws and customs, health advice (immunisation requirements and known risks) and more covering 225 countries and territories and should have most of the information you need to create bespoke sheets for your regular business destinations.

(See www.gov.uk/foreign-travel-advice).

SECURE APPROPRIATE INSURANCE

Standard terms and off-the-shelf policies may not offer adequate protection for all business travellers. Check the small print to see what exemptions are listed under the terms and conditions.

ENABLE TWO-WAY COMMUNICATIONS

Travellers should set off knowing who they are supposed to get in touch with if they have problems and how. They should also know how to inform you of their whereabouts and status, so ensure you have a communication channel that will be open around the clock to cover different time zones.

CENTRALISE CRITICAL DATA

If you are organising meetings or events, gather your delegate registration details into one centralised system. This will make it easier and quicker for you to find important information (names, contact numbers) and send out urgent communications.

...The exit doors are here, here and here.

Regular air passengers hear the same safety talk so often that many barely look up when the flight attendants start the familiar drill. In a perfect world, employees would be similarly aware of the practical arrangements and contingency plans their company has put in place to protect and preserve their wellbeing on every business trip. Because if everyone knows exactly what they have to do in times of trouble they have a far better chance of getting themselves out of it.

INTEL – i-CARE

Intel's bespoke traveller and delegate tracking tool, iCare provides clients with real-time information on their employee's locations, including their scheduled journeys and destinations. Should a crisis occur, employers can use the detailed traveller information in i-Care to locate, contact and protect their employees immediately.

A powerful combination

How meetings and travel management can be merged

Meetings spend can account for a third of your company's total travel budget, yet it's often fragmented and hard to track.

Bringing together meetings and travel management, outsourced to the right single provider, can make for more streamlined events, reduced costs and happier employees. But is this the right choice for your business?

There are clear benefits to using one provider for both meetings and travel, summed up in the double win of maximising value and opportunity.

Is a merger right for you?

So much for the benefits of merging meetings and travel management. The question is whether taking such a step is right for your business. To help you decide:

- Does your business want to take better control of purchasing?
- Are you currently outsourcing or purchasing both meetings and travel?
- Could you work more efficiently if you had the same management information for meetings that you have for travel?
- Would you welcome the savings to be made by introducing a combined approach?
- Are you interested in the ease and convenience of a managed online booking system?

If you have answered **Yes** to three or more of these, your organisation is likely to benefit by changing to a combined programme.

The key advantages you can expect are:

COST EFFECTIVENESS

Get a grip on your meeting costs and visibility with the same rigour you apply to travel.

DUTY OF CARE

It's an alarming thought that eight in ten meetings^[1] are coordinated outside company travel policies. Instilling the compliance measures you may already have for travel (such as trip authorisation and exception reporting) will rapidly improve this.

RISK MANAGEMENT

You can bring the same focus on providing emergency assistance and tracking travellers (did they actually make it?) to meetings that you do with travel.

CONSISTENT TERMS AND CONDITIONS

Consistency across meetings and travel policy enhances best practice, improves compliance and mitigates risk in areas from cancellation to liability.

PROGRAMME MANAGEMENT

You will have a big-picture view of your total spend, allowing better budgeting and decision-making, if you use a single process and more unified supplier list.

CONTROL

Aligning meetings and travel management increases your control over booking behaviour as well as bringing wins through process efficiencies.

GREATER SPEND LEVERAGE

Combining spend means you can leverage better deals from hotels and venues because you have more buying power. A knock-on benefit is better supplier relations that can lead to added extras in the longer run.

EMPLOYEE SATISFACTION

Your travellers will welcome the simplicity of integrated booking, the reassurance of better safety information and expert tips about the cities they visit.

Source:

[1] GetThere Meetings

4 steps to merging travel and meetings management

If you want to carry out meetings and travel management integration in-house, these steps will guide your planning:

1. ASSESS PROCESS, SPEND AND CURRENT SITUATION

Understand what you want to achieve and secure senior management buy-in.

2. INTEGRATE INTERNALLY

Integrate your meeting and travel policy and booking management technology so that your people find it straightforward to book both.

3. MANAGE YOUR SUPPLIERS

Prepare the ground: give them plenty of notice of different ways of working. They'll be happy if they know what to expect.

4. COMMUNICATE

Communicate success: manage the change and communicate the added benefits to your senior sponsors and internal stakeholders.

An alternative is putting the task in the hands of a specialist provider. The results that can be achieved with the right programmes in place are impressive.

Conclusion

Merging your meetings and travel management can lead to:

- Improved use of resources
- Improved supplier relations
- Improved risk management
- Improved employee service and satisfaction
- Improved cost savings

CASE STUDY

When FirstGroup decided to bring all travel and meeting related services and payment into a single supplier, it was aiming for a slick meetings and travel programme with streamlined booking processes and tight budget controls.

Intel scoped FirstGroup's full requirements across air, rail, accommodation and venues then scheduled a series of training and education roadshows across all its divisions, supported by regular communications to bookers outlining the new 'best practices' and highlighting successes. Result: in addition to reduced savings on air and hotel costs, FirstGroup improved compliance by raising adoption of online bookings **from 21% to 75% in eight months**.

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I set a goal to consolidate FirstGroup meetings and travel under a single TMC. Intel were the selected provider and following a strong and focused implementation plan I have every confidence that Intel will actively support us in all areas of our corporate meetings and travel.

Head of Procurement, FirstGroup plc

Managing small meetings



If you're setting up a meeting for a dozen, perhaps 20 delegates, it's likely that you don't impose the usual SMMP (Strategic Meetings Management Programme) rigour that you would when organising the annual conference for hundreds or thousands of attendees. Small meetings are often agreed on an ad-hoc basis, with more spontaneity (aka flying by the seat of your pants.)

And yet ... far more small meetings happen in each business than the big showstoppers, and without vigilance the total costs escalate over a year. Furthermore, how can Duty of Care be carried out if you do not have a systematic meetings programme implemented at all levels?

Costs and care

Let's look at costs. UK public services company Serco instituted an SMMP but limited the policy to meetings worth more than £1,000.

Smaller meetings could be booked direct, and this lower-level spend usually goes unnoticed by clients who do not realise it can be incorporated into the same policies. In Serco's case, however, data analysis uncovered that these meetings made up 25% of spend. As a result, they were included in its SMMP^[1]. Small meetings are often simple one-day events in a single room with basic audio-visuals and catering. Venues, however, often manage them in the same way, with the same costs in labour and time as larger events. A more strategic view can offer better value for money. HBAA, the hotel bookers association, cites the case of a company booking 26 different venues for internal training events. Consolidating them to one venue saved £1m a year.

Are you managing your small meetings bookings via Excel spreadsheets, phone calls and emails?

Many companies are, yet this approach can mean that data is hard to transfer and learn from, historical data gets lost, and productivity is compromised when the spreadsheets have to be collated or a report is needed at short notice. And is a supply of different post-it notes and pens the best way to make sure that you know where all your people are all the time? To conduct risk assessments, warn them if there is trouble ahead and take care of their emergency needs? The Duty of Care built into SMMPs provides peace of mind as well as legal compliance.

Terrorism, weather disruption and political unrest highlight the need for employees and meeting attendees to follow processes for booking and documenting travel. These processes also allow meeting owners and planners to have easy,

comprehensive access to delegate information, so they can help identify and mitigate risk when something goes wrong.

How to have a successful small meeting

Once you've booked your small meeting, the priority is to make it a success, because unproductive meetings cost companies time and money.

One survey found that 47% of employees complained that meetings were the number 1 time-waster at the office.^[2]

It's worth reminding ourselves what the purposes of a meeting are, and they can be neatly grouped under five headings: first, they reinforce that attendees are a team or collective working together; second, sharing knowledge helps everyone do their roles more intelligently; third, meetings make communication and problem solving more efficient; fourth, they lead (if successful) to an agreed outcome or commitment; finally, a meeting can reinforce leadership.

Source:

[1] HBAA: Strategic Meetings Management Programmes

[2] Salary.com, 2012.



Here are our tips for small meetings that work:

1. **Define the objective**
2. **Share information in advance (such as progress reports) then cover and clarify them at the meeting**
3. **Agree what you will do for each entry on agenda – WHAT?**
4. **Discuss WHY?**
5. **HOW will you do it?**
6. **Agree responsibilities – WHO?**

MEETINGS MANAGEMENT TOOLS

Businesses wanting to take control by adding small meetings into a strategic programme can reap most benefit by using the best meeting management tools. Tools such as Inntel's offer diary and budget management, delegate

management, a trusted venue database and a well of knowledge founded on years of experience and expertise. Each of these enables companies to run the best value, safest and effective meetings – whatever their size.

What does a Strategic Meetings Management Programme really deliver?



THE KEY ELEMENTS USUALLY INCLUDED IN AN SMMP ARE:

1. Meeting design:

From scoping the purpose and size of each meeting to standardised approval processes and tracking budget.

2. Strategic sourcing:

Choosing hotels, conference venues and travel and establishing preferred vendors offering pricing and other concessions in return for bulk bookings. KPIs are used to measure supplier performance.

3. Corporate-wide meetings calendar:

To avoid overlap, minimise cancellation fees by transferring meeting space to another division and track participants during crisis management.

4. Meetings and attendee management:

Ranging from the ability to register attendees for a variety of programme tracks, meals and outings, to room and hotel assignment based on attendee profiles and budget.

5. Reconciling expenses:

Paying the bills! Tracking these payments is a vital component of an SMMP and can be made consistent throughout the company.

6. Measurement and evaluation:

Find out average meeting cost per person; annual company spend with a specific hotel chain; savings negotiated for a particular event; and how closely actuals tally with budget. In a nutshell, if you don't know how much you spend on meetings, it's probably too much.

What does an SMMP do and how can it help you and your people work smarter? This paper takes a look at the key elements of a Strategic Meetings Management Programme, the advantages for different job roles and how to choose the right provider.

An SMMP is the strategic management of enterprise-wide processes, spend, volumes, standards and suppliers involved in running meetings. Its purpose is to help your company cut meeting costs, reduce contractual risks and improve service. The joy of SMMP is that the benefits are multi-layered, easing the workload and meeting the priorities of individuals at every level of the organisation.

Introduction to SMMP

SMMP began in the early 1990s with multi-division companies centralising their meeting planning and procurement functions. The internet has given this a whole new dimension with web-based data management tools that can standardise processes, identify and meet Key Performance Indicators (KPIs) and demonstrate Return on Investment (ROI). Once the preserve of large corporations holding hundreds of meetings a year with £ multi-million meeting spend, SMMP is now open to smaller companies thanks to an array of technology products.

Why consider SMMP?

According to the Chartered Institute of Purchasing & Supply, using strategic sourcing can bring savings of between 10 and 29%^[3]. This obviously places meetings and travel as a key category for procurement to manage. Another eye-opening figure from the Chartered Institute is that 40% of corporations cannot identify how much they spend on meetings. Both statistics reinforce the size of opportunity that Chartered SMMPs deliver. Booking venues and organising events can be highly fragmented in large organisations, so technology plays a major part in managing the process.

Making the right choice

Points to look for when choosing an SMMP provider include reporting tools that are easy to use, flexible and customisable with charts, dashboards and analytic comparisons. You'll need good business intelligence and clear measurement of ROI: not just what you spend, but the value you get for every pound. SMMP providers can share best practice and be an invaluable partner in guiding you through the process.

Choosing the right tech doesn't mean "job done", however. You will need buy-in from staff who feel comfortable with their existing ways of working.

All change initiatives, including introducing an SMMP, can suffer subconscious sabotage by employees reluctant to give up their familiar work-arounds or old approaches. You can prevent this by showing your people the difference your SMMP is making: rather than sending a spreadsheet by email with an FYI message, interpret the data, advise what's happening and explain how everyone benefits.

Who benefits?

The benefits are spread throughout your organisation.

Individual bookers organising multiple meetings:

they can search venues, request proposals and manage their event's activity.

Head of Procurement and Head of Events receive bespoke reports giving them detailed breakdowns and a complete overview of the company's activity and expenditure.

Compliance, Finance and CSR functions:

SMMP ensures compliance, controls costs and manages risk. Information can be shared to learn lessons and improve meeting effectiveness.

Delegates:

Your travellers attend meetings that are run more smoothly in appropriate venues, with risks scoped in advance and targeted help in case of emergencies.

Customers:

Better meetings mean better decisions, savings can be channelled into customer service and more streamlined working increases productivity so customers get quicker results.



Source:

[3]HBAA: Strategic Meetings Management Programmes.

Top corporate challenges of 2018



What are the emerging challenges in the corporate world and how can meetings and travel management companies help overcome them?

1 | Budgets and delivering value

When budgets are tight the temptation is to make cuts.

This can mean fewer attendees at events, as well as shorter and more focused meetings. Of course, it may actually be an advantage if minds are concentrated so they come to better decisions faster.

A parallel approach, however, is to use SMMP (a Strategic Meetings Management Programme) and good technology to add value to your event.

An SMMP keeps track of meeting spend, can manage fluctuating delegate numbers with ease.

Emerging technologies such as virtual reality (VR) and artificial intelligence (AI), and the ongoing development of mobile-app and hybrid-meeting solutions, are creating innovation and value.

Inntel's CEO Douglas O'Neill notes:

“The priority for meeting owners now is not scale, but delegate engagement and experience.”

Tech innovations include:

Indoor positioning systems:

To help delegates find their way around a conference venue or exhibition hall.

An example is AR superimposing a computer-generated image on the user's view of the real world via their mobile phone camera (think Pokémon).

Chatbots:

Computer programs that conduct conversations via speech or text to answer questions, gather feedback and engage attendees at events.

New ideas for friction-free event check-in:

Technology to make the process of event registration easier and faster range from automated terminals to facial recognition, which promises to make check-in up to five times quicker.



2 | Compliance and security

Privacy protection ushered in by GDPR is having an immediate effect on how meetings and events are run.

With stiff non-compliance penalties, it is essential that meetings and event planners work with their IT departments and technology providers to ensure they meet the new regulations to protect delegates' personal details. Travel management companies will be well versed in what is required.

Hackers are expected to flex their muscles to show they still have the power to wreak havoc, and experts warn that cybercriminals have the ability to spread encryption files across an entire network.

A clear and present danger is hackers targeting events via an online registration system and/or a mobile event-related app, following on from international ransomware attacks that have seen guests locked out of hotel rooms and data breaches in world-leading hotel groups.

Meetings and events organisers are advised to take these steps to guard the attendee information they capture:

- Make sure your registration company is Payment Card Industry compliant.
- Use strong passwords and multi-factor authentication services when available.
- Be aware of phishing scams.
- Keep virus protection up-to-date and consider using identity-theft protection services.

Industry-watchers predict, however, that despite tech advances virtual meetings are not going to replace face-to-face meetings and trade shows. While webinars and other virtual gatherings are perfect for short information exchange, attention spans are brief and in today's multi-tasking world attendees often start to lose interest after 30 to 45 minutes. Face-to-face meetings offer a more focused environment, fewer distractions and the benefit of more human interaction.



What about GDPR and Sustainability?

Yes, these major corporate concerns are addressed in separate articles in this report, so please read on.

3 | Wellness

Wellness as a priority may surprise some but according to forward-thinking meetings professionals and travel management companies, wellness is an emerging trend to watch.

It's all about enhancing the delegate experience, and this is not restricted to the content of meetings and a programme of "time-off" activities.

A basic point is ensuring that events squashed into two days rather than three do not require attendees to begin at 7.30am and finish with an obligatory "working dinner" that stretches past 11pm, with some homework slides or briefing pack to get through before bed.

An increasing number of companies and SMMP providers are looking to cater to attendee wellbeing throughout meetings and events. Wellness is a growing factor in meeting planning, driven in part by wider consumer mindset and in part as a differentiator. An example is hotels providing more organic, free range and healthy food options: the days where meetings were synonymous with breaking your diet (the groaning breakfast buffet, the midnight drinks) may be on the way out.

Hoteliers have realised that a wellness offering, such as optional yoga sessions or chill-out facilities, is an opportunity to differentiate their brand by aligning with a fresh corporate focus on healthy lifestyle and work with purpose.

GDPR – what you need to change and how you can benefit

Everyone wants to make sure their data is safe, in the right hands and not used for malicious purposes. We only have to look at the fallout for Facebook from the Cambridge Analytica scandal to see what's at stake.

Events organisers gather a mountain of data about attendees – and the advent of GDPR, Europe's new data protection law (the General Data Protection Regulation) throws our responsibilities into sharp relief.

So what do you need to change?

Event and meetings planners are having to radically change the way they collect and handle the personal information of people coming to their events.

You can collect less data, need to prove you are storing it securely, and must wipe it rapidly from your records when asked. Non-compliance can bring hefty fines and cause reputational damage.

The range of data collected from delegates for travel, meetings and events is huge. It covers names, contact details, disabilities, gender and dietary preferences – all of it personal information – as well as employment details. This is gathered then analysed by registration systems, surveys, mobile apps, social media and lead-generation tools.

The essential is that you do this in a transparent and secure way, with consent, and always in the attendee's interests. It may sound burdensome, but there are clear steps to take ... and some opportunities ahead for companies that embrace this new way of working.

High stakes

For each instance of non-compliance, companies can be fined up to €20 million or 4% of their global annual turnover (whichever is higher).

On top of this, individuals whose data has been compromised may claim personal damages. And your managers may face personal liability.

What new rights do delegates have?

Attendees have the right to:

1. Give you unambiguous consent to store and use their personal information.

You can no longer offer them pre-ticked boxes – instead they have to opt in.

2. Find out how their data is being used.

You have to set out the names of third parties you will be sharing their data with and how it will be used.

3. Get their personal data free of charge.

You have 30 days to meet delegate requests to see the personal information you hold on them – without charging any fee.

4. Have personal data deleted.

You must get it erased without delay from your systems – and those of third parties. Particularly if delegates gave it to you for a single event.

5. Obtain and reuse their data.

Delegates can ask you for a copy of all personal data you collected about them at an event – or ask you to pass it on to a competitor.

6. Know about a data breach within 72 hours.

If personal information goes astray – even printed attendee lists – or is stolen in a cyberattack, you must tell them within 72 hours of discovering the breach. The alternative could be a class-action lawsuit.



We will have to work smarter but there are tools and solutions out there to help us.

Adam Parry,
Editor, Event Industry News

GDPR CAME INTO FORCE ON 25 MAY 2018

How to protect your company from breaking the law

Understand the scope of this change. The impact is being felt far wider than Europe. It affects any event with European attendees or members, regardless of where the event takes place. In fact, people across the world are going to demand more rights over their personal information and GDPR standards are likely to become the norm.

Change your mindset and create awareness throughout your business. Think hard about what data you should collect from attendees and how you use it in marketing campaigns. It's not just keeping that data safe, it's about proving you are:

- using it in a transparent, appropriate, fair and permitted way
- have processes and controls in place
- have ways of minimising and correcting mistakes.

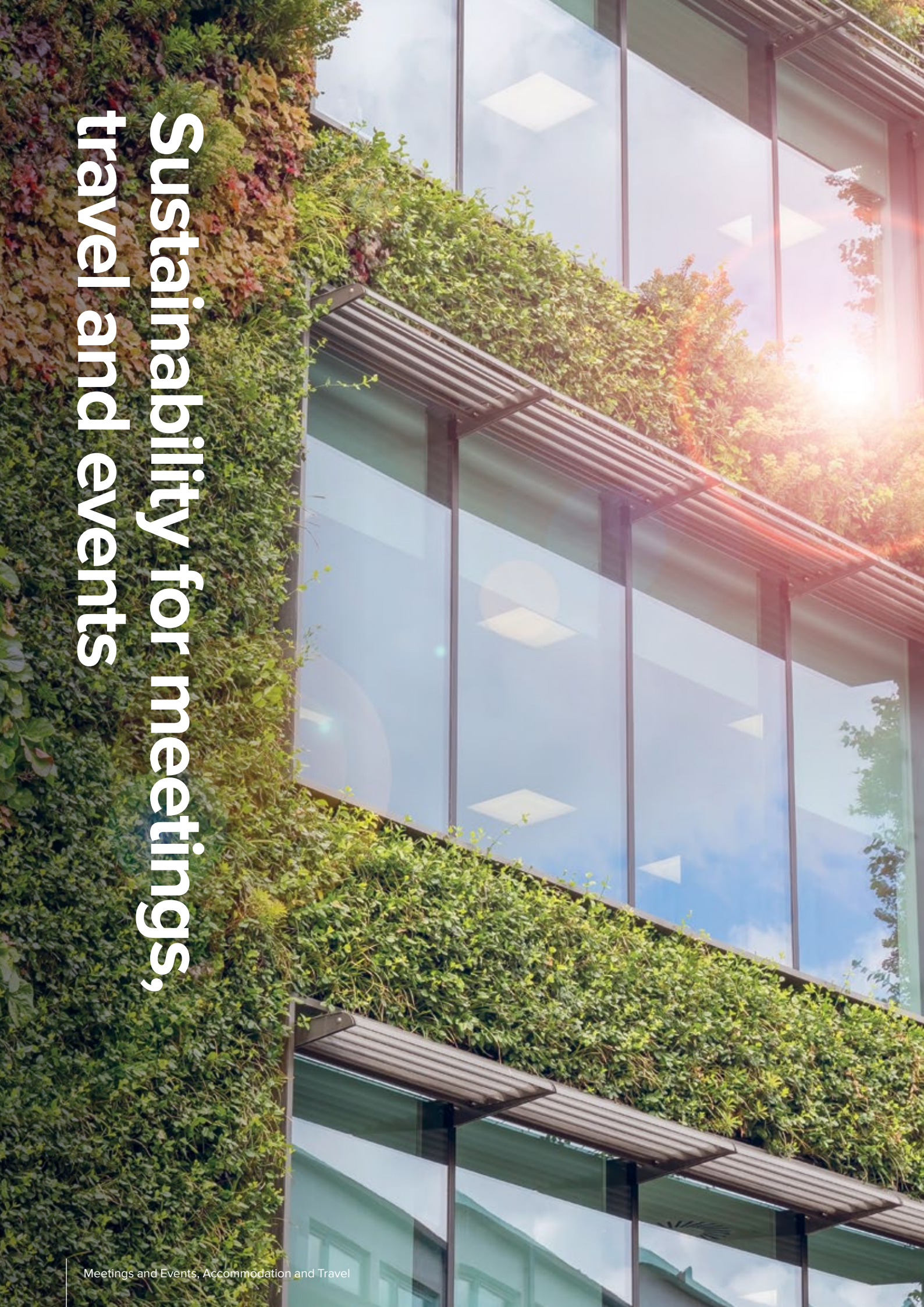
Make sure you are PCI (Payment Card Industry) compliant. The PCI Data Security Standard ensures that companies handling credit card information do so securely. You should protect attendee information with strong passwords, virus protection software and multifactor identification.

Inntel is A-rated for PCI compliance, and you can check the security of your own servers here, using the Qualys SSL checker: <https://www.ssllabs.com/ssltest/>

ADVANTAGES

It's true that the need to secure opt-ins may mean you lose a big chunk of your mailing lists. But the upside is that those who remain on your database are there because they want to be, interested in your services and receptive to your offers.

What's more, companies that can show they are handling personal information in a secure and responsible way will win plaudits for respecting individual privacy. Not only will they avoid reputational damage, they will build new levels of trust. This will be key to retaining clients and winning new business.



Sustainability for meetings, travel and events

Corporates are under pressure to prove they are making significant changes that have a positive impact on the environment.

The good news is that every aspect of a Strategic Meetings Management Programme (SMMP) and your corporate travel policy can be deployed to demonstrate your eco-friendly thinking, and provide crucial evidence of the improvements you make.

Your internal policies can help minimise greenhouse gas emissions and consumption of water and energy, avoid generating unnecessary waste and promote recycling, and ensure your meetings and events cause minimal environmental damage. There are added benefits: sustainability is a chance to foster economic, social and environmental benefits for local communities – from CSR to social inclusion, Fair Trade to buying from local suppliers.

Venues and hotels are increasingly aware of their responsibilities, and your SMMP and corporate travel policies can be geared to choosing suppliers who can help you prove you are making a difference.

A sustainable event is an event designed, organised and implemented in a way that minimises negative environmental and social impacts and leaves a positive legacy for the host community.^[4]

PwC's 21st CEO Survey 2018 reveals that, although optimistic about the global economy, chief executives are growing more worried about wider business, social and economic threats, from geopolitical uncertainty to skills shortages.

It is sustainability that motivates companies to consider the full cost involved in doing business – their social and environmental performance can be measured over time using different metrics, alongside the usual financial metrics that chart success and value. The way in which you manage your meetings and travel can be invaluable in improving and proving sustainability.

People, Planet, Profits

Research by the Global Business Travel Association (Corporate Social Responsibility:

Going Beyond Green) has pointed out how travel management professionals can boost their CSR credentials by making sure their suppliers are also operating green policies.



GBTA highlighted the 3 Ps of People, Planet and Profits, saying:

“Now more than ever before, companies are taking a holistic approach to improving what many call the ‘triple bottom line,’ comprised of social, environmental and financial factors, or the ‘three Ps’: people, planet and profits.”

Benefits

What are the benefits for organisers of sustainable meetings, travel and events?



SAVING RESOURCES AND COSTS

Minimising travel, conserving energy, cutting waste, buying local products and consuming less can all save money.



ENHANCE YOUR IMAGE

Promote your commitment to sustainable development through PR to raise the profile of your meeting and attract attendees.



RAISE AWARENESS

Foster wider uptake of greener products, buildings and services. Leading by example motivates others to follow suit and triggers more green innovation.



Sustainability for meetings, travel and events

Venues that make a statement

Travel, meetings and events professionals can guide you towards best practice:

from venues that practise rainwater harvesting, to urban hotels with rooftop beekeeping, to farm-to-table dining where guests can visit local farmers to pick the produce that the hotel's chef will conjure into dinner. Other green ideas range from a recycling system for a hotel's grey and soapy water to solar-powered golf carts.

So how can you meet ever-tougher scrutiny of the way your organisation enforces, upholds and demonstrates CSR when it comes to travel, meetings and events?

Proof and PR

Once you have taken these steps, gather the evidence to prove it. Essex County Council (ECC) worked with Inntel to track car usage and number of passengers for the first time, with a requirement that every journey be authorised and logged.

Car usage has been halved, single passenger journeys reduced by 70% and compliance is a pleasing 99%.

Being able to prove these results helped ECC win a "Make the Difference" award.



8 TOP TIPS to boost CSR through meetings, travel and events

1. Choose a venue that makes a point of using resources efficiently, limiting its impact on the environment, and is close to public transport.
2. Travel obviously generates CO2 emissions so take basic precautions such as promoting carbon offsetting to delegates who are flying.
3. If you must have printed material, use your SMMP tools to predict attendance and demand to avoid sad piles of unused brochures.
4. Predicting final numbers by using online registration means you can also reduce food and energy waste.
5. Ask for sustainable food that is local/seasonal and avoid items that are individually wrapped.
6. Request reusable or biodegradable crockery and cutlery instead of disposable plastic, and insist on water served in jugs rather than plastic bottles.
7. Spread the message – publicly promote sustainability to encourage attendees to go for low-carbon options when they're back in the office or at home.
8. Encourage car-pooling before and during your event.

Companies such as ecometrica.com have the technology to measure clients' carbon footprint and demonstrate the improvements they have made, providing measurable evidence of CSR.

Proving your CSR credentials goes further than compliance. It provides superb PR opportunities to burnish your organisation's reputation.

Source:

[4] Derived from United Nations goals.



In summary, aim for an event that is “non-toxic, natural and Earthwise.” From Fair-Trade coffee to minimal packaging, locally crafted gifts to eco cleaning solutions, make your own statement about green working.

Global procurement, making 'global' work

The phrase 'global market' is almost an oxymoron as it implies a degree of homogenisation that simply doesn't exist. Any talk of a global market is actually referring to a collection of local markets with their own languages and idioms, time zones and technology, history and culture, taste and rules of propriety.

As companies expand into new markets, buying, selling, meeting and travelling beyond their home ground, their success depends on how well they understand and accommodate the differences they encounter elsewhere.

And the most reliable, efficient and effective way to achieve that is to draw on local expertise.

There are two possible approaches to working in a global marketplace: you can be haphazard, or organised.

The haphazard approach would involve reaching out to individual businesses, services, organisations and venues that you have found in an area and trying to manage your employees travel, accommodation, meetings and events from your home base with very little central oversight. An organised approach would involve building up a pre-qualified network of companies that you can rely on to deliver the same service standards you would expect back home. And if you don't have the time or resources to do that, working with a facilitating company that has reliable and responsive local contacts (wherever you want to be doing business) and the central systems in place to monitor and manage them well.

There are many benefits to taking the organised approach, and each one is strong enough to win the argument on its own. Taken together they make a compelling case for a structured global travel programme that encompasses all of the arrangements involved in your international meetings and travel.

Safety

It's harder to keep your people safe when travel and other arrangements have been made on an ad hoc basis. A centrally managed programme that applies to all business travellers for all destinations makes it easier for companies to deliver on their Duty of Care to their employees. For example, any request for business travel should trigger a standard care assessment that covers a medical check (vaccinations, cautions or advisories), risk assessment and destination-specific advice.

Travel documentation should ideally include local contacts for emergencies and security concerns, and all traveller data should then be held centrally, so that employees can be located quickly should the need arise.

Savings

How can you keep your budgets under control when you don't know what counts as good value elsewhere, you don't do sufficient business to access preferential rates and you are left with a mishmash of invoices and receipts after the event?

Again, working with a global facilitator and adopting a centralised travel, meetings and events programme enables you to reap the financial rewards that come with greater purchasing power and management oversight.

Standards

Both your travellers and your business plans will become quickly frustrated by poor service standards elsewhere, especially when you are trying to expand into new locations where you have little influence or clout. Ideally you need to be working with and through local contacts who have their own excellent reputations (that command respect and open doors) and are able to secure the service standards you demand for your travellers and expect from your suppliers.

Simplicity

The so-called global market is vast and fragmented. If you're trying to do business around the world, the administration involved can be a huge burden for your business if the volume of data you need to manage (covering travel itineraries, accommodation bookings, meetings venues, subsistence bills and more) is equally vast and fragmented. But it doesn't have to be.

The beauty of a global travel programme (covering meetings and events) is that, when properly implemented, all of the relevant data can be consolidated and streamlined and delivered in a clear and transparent format. This then gives you the oversight you need to take informed decisions about what you are spending where – and the insight to identify any issues you need to address.



INTEL'S WORLDWIDE REACH

In February 2017 Intel was appointed a UK agency member of Radius Travel, the US-based organisation that delivers global travel programmes for multinational companies through a network of carefully selected 'best-in-class' agencies.

Through the Radius network, Intel can help clients to achieve their global ambitions by running meetings and events more efficiently, effectively and appropriately at a local level. Working in partnership with our fellow agency members we can help you to navigate local customs and regulations, technology and currencies (and achieve competitive rates and terms) while monitoring and managing all of the relevant data, procurement processes and payments from a central point closer to home.

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