

What drives the decision

What drives the decision

Panel

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Facilitated by

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What drives the decision

**It is widely documented that people buy people -
how relevant is this in your decision making
process?**

What drives the decision?

The word cloud features several prominent terms:

- suppliers** (largest, dark red)
- people** (second largest, black)
- relationships** (large, dark red)
- always** (large, black)
- think** (large, dark red)
- decision** (large, dark red)
- management** (large, dark red)
- service** (medium, dark red)
- buy** (medium, dark red)
- work** (medium, dark red)
- important** (medium, dark red)
- trust** (medium, dark red)
- essential** (medium, dark red)
- key** (medium, dark red)
- crucial** (medium, dark red)
- externally** (medium, dark red)
- internally** (medium, dark red)
- product** (medium, dark red)
- price** (medium, dark red)
- need** (medium, dark red)
- visit** (medium, dark red)
- work** (medium, dark red)
- RFP** (medium, dark red)
- best** (medium, dark red)
- client** (medium, dark red)
- likely** (medium, dark red)
- performance** (medium, dark red)
- buy** (medium, dark red)
- client** (medium, dark red)
- value** (medium, dark red)
- guy** (medium, dark red)
- standards** (medium, dark red)
- decision** (medium, dark red)
- procurement** (medium, dark red)
- otherwise** (medium, dark red)
- simple** (medium, dark red)
- use** (medium, dark red)
- buying** (medium, dark red)
- like** (medium, dark red)
- openness** (medium, dark red)
- like** (medium, dark red)
- transient** (medium, dark red)
- particularly** (medium, dark red)
- vast** (medium, dark red)
- look** (medium, dark red)
- great** (medium, dark red)
- site** (medium, dark red)
- venues** (medium, dark red)
- consult** (medium, dark red)
- quality** (medium, dark red)
- although** (medium, dark red)
- answer** (medium, dark red)
- differentiator** (medium, dark red)
- deal** (medium, dark red)
- choice** (medium, dark red)
- make** (medium, dark red)
- agent** (medium, dark red)
- change** (medium, dark red)
- ensure** (medium, dark red)
- liking** (medium, dark red)
- factor** (medium, dark red)
- completely** (medium, dark red)
- party** (medium, dark red)
- facilitation** (medium, dark red)
- drive** (medium, dark red)
- sales** (medium, dark red)
- person** (medium, dark red)
- cheapest** (medium, dark red)
- bypass** (medium, dark red)
- deliverables** (medium, dark red)
- give** (medium, dark red)
- win** (medium, dark red)
- commercial** (medium, dark red)
- Even** (medium, dark red)
- mile** (medium, dark red)
- account** (medium, dark red)
- making** (medium, dark red)
- relationships** (medium, dark red)
- time** (medium, dark red)
- manage** (medium, dark red)
- relationship** (medium, dark red)
- get** (medium, dark red)
- agencies** (medium, dark red)
- meeting** (medium, dark red)
- supplier** (medium, dark red)
- right** (medium, dark red)
- overall** (medium, dark red)
- processes** (medium, dark red)
- providers** (medium, dark red)
- reports** (medium, dark red)
- Top** (medium, dark red)
- Personality** (medium, dark red)
- bought** (medium, dark red)
- provider** (medium, dark red)
- services** (medium, dark red)
- something** (medium, dark red)
- happen** (medium, dark red)
- success** (medium, dark red)
- background** (medium, dark red)
- regard** (medium, dark red)
- difficult** (medium, dark red)
- make** (medium, dark red)
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In a non-mandated environment relationships and trust from intermediaries and 3rd party suppliers is essential. Technology is there to provide the facilitation, manage operating standards and produce reports – but people make things happen.

For transient – it is easier to look at the process and fix the commercials which will drive the supplier management.

However; for meetings and events – the cheapest is not always the best solution (value and risk mitigation will always come first) and this can only come from suppliers that take the time to consult, engage, understand each client and present solutions. Suppliers that continue to think vast amounts of marketing and sales investment will not win the business.

What drives the decision?

VOXPOP



What drives the decision

There are lots of financial industry benchmarks that qualify agents turnover size ... Clearly these will be a part of your decision-making process.

What are the key performance indicators you would look for?

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We would conduct extensive back-checks (financial & HSSE) on the supplier. One additional area in meetings would be the current speed that technology is advancing - we are seeing too many agencies 'ignoring and believing their in-house technology is the only solution –whilst not even taking the time to research and understand what the industry technologies functionality and process capabilities are. We are not saying one is better than the other – but don't continue to presume that the systems you have built a few years ago will be capable of managing meetings tomorrow.

Meetings tomorrow will need to integrate with internal space, group solutions (air, ground transport) hotel, event management, brand and marketing policy, Mobility & HR, HSSE, contract & payment solutions. Then report and be auditable on all items.

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Aside from financial information, what else do you look for in your decision-making process?

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Aside from financial information, what else do you look for in your decision-making process?

- Travel Champions - Personal level of service, not just a number
- Innovative ideas
- Health and Safety
- Pricing
- People – if we don't like you we won't sign the contract
- Recommendations – externally & internally
- Networking – at conference and meetings or travel fairs
- Trade Association membership
- Adds value
- Cost effective
- Access to a relationship at a high level
- Confidence in resolution of problems

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