



**Alison Smith**

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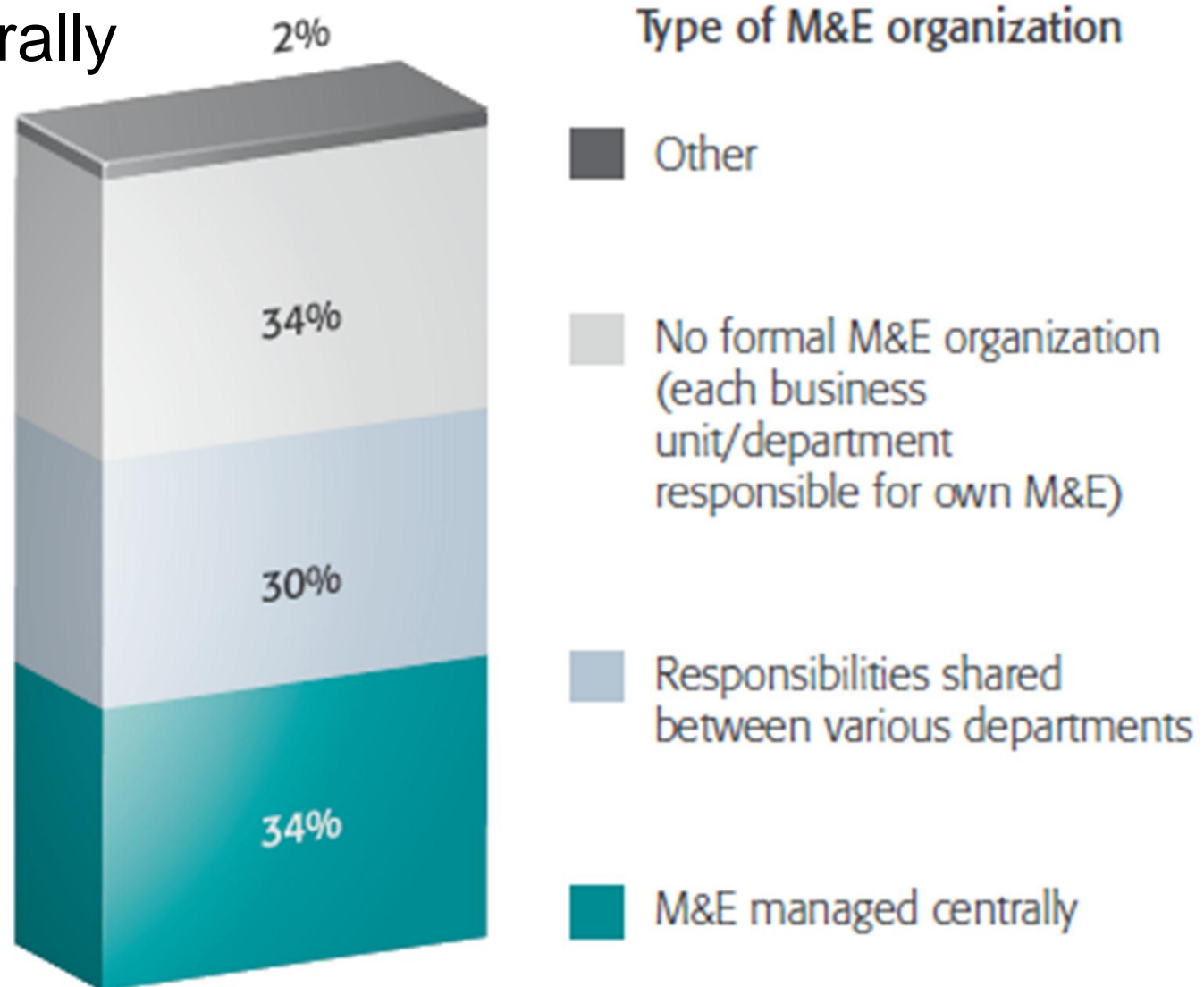
**Where Travel & Meetings Meet**

	Key features	Number of participants
<b>Meetings</b>	<ul style="list-style-type: none"> <li>▶ Require hotel and/or venue booking</li> <li>▶ Budget under US\$10,000-15,000</li> </ul>	10-50
<b>Simple events</b>	<ul style="list-style-type: none"> <li>▶ Usually involve several external services</li> <li>▶ 1 day or longer</li> <li>▶ Mix of business and entertainment</li> </ul>	50-250
<b>Major (large/special) events</b>	<ul style="list-style-type: none"> <li>▶ High level of customization/creativity</li> <li>▶ Often held in exotic locations</li> </ul>	250+
<b>Congresses/conferences</b>	<ul style="list-style-type: none"> <li>▶ Main aim is to facilitate knowledge or information exchange among members of the same/related professions</li> </ul>	100s
<b>Exhibitions/trade shows/sports events</b>	<ul style="list-style-type: none"> <li>▶ Large gathering of members in the same industry/profession to promote products and services</li> </ul>	100s

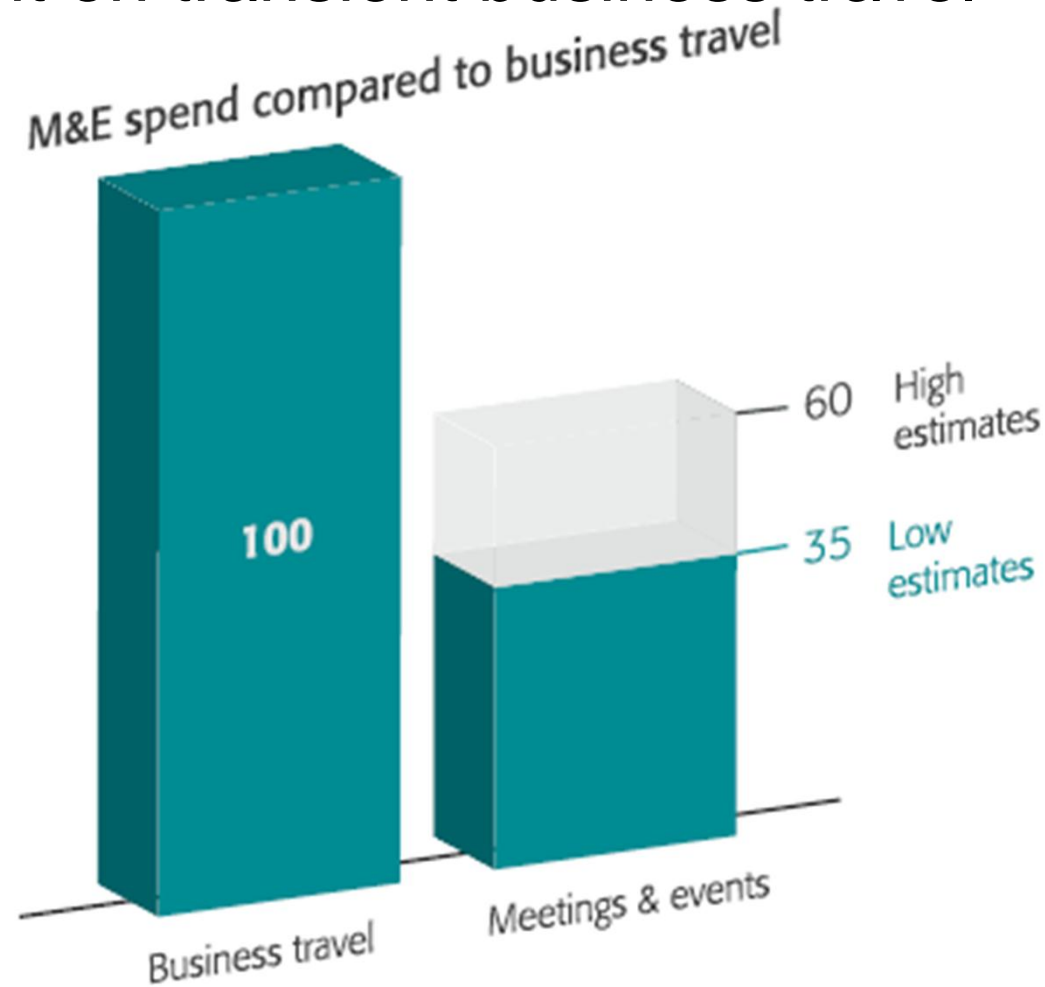
	Key features	Number of participants	Business impact	Logistical complexity	Customized/creative content
Meetings	<ul style="list-style-type: none"> <li>Require hotel and/or venue booking</li> <li>Budget under US\$10,000-15,000</li> </ul>	10-50	Medium	Low	Low
Simple events	<ul style="list-style-type: none"> <li>Usually involve several external services</li> <li>1 day or longer</li> <li>Mix of business and entertainment</li> </ul>	50-250	Medium	Medium	Medium
Major (large/special) events	<ul style="list-style-type: none"> <li>High level of customization/creativity</li> <li>Often held in exotic locations</li> </ul>	250+	High	Medium	High
Congresses/conferences	<ul style="list-style-type: none"> <li>Main aim is to facilitate knowledge or information exchange among members of the same/related professions</li> </ul>	100s	High	High	Medium
Exhibitions/trade shows/sports events	<ul style="list-style-type: none"> <li>Large gathering of members in the same industry/profession to promote products and services</li> </ul>	100s	High	High	High

Importance:  Low  Medium  High

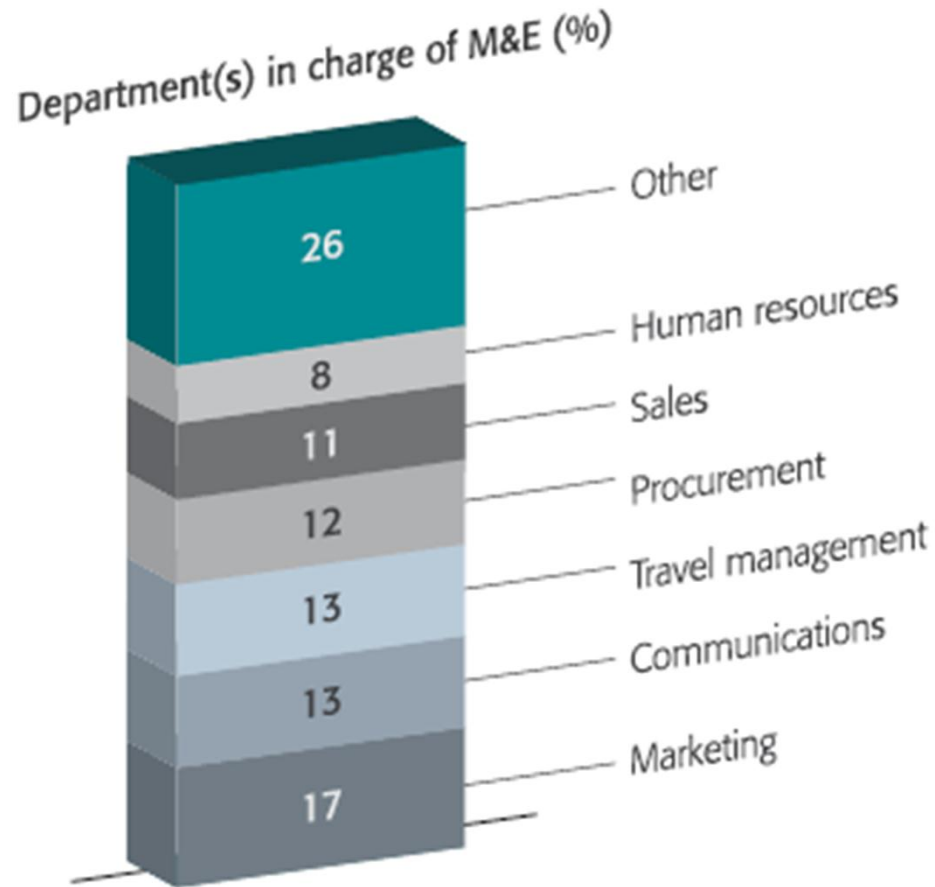
Only a third of companies say they organize M&E centrally



M&E spend reaches 35-60 percent of the amount spent on transient business travel



# Marketing and communications departments are most often in charge of M&E



Source: CWT Travel Management Institute  
Based on a survey of M&E planners and requestors (222 respondents)