

Political Climate



Demanding Times



Four Risks That Threaten A Successful Meeting And Event Strategy

How Can You Minimize Risk For Your Most Important Events?



Wildcards



Motivational Misfires

Political Climate

Is the **rule structure** of your event in compliance?



Financial - The Department of Labor has implemented a "simple" 1,023-page rule forcing financial organizations to comply with even more stringent standards.

Pharmaceutical - There are currently 87 countries with some type of healthcare laws, codes or guidelines.

Wildcards

One **uncontrollable event** could *ruin* your **best laid plans**



Hurricanes/Tornados

Winter Storms/Airport Closures

Pandemics: Ebola/Zika

It's complicated to both motivate and protect your people. It requires a high level of **experience, expertise** and **understanding**.

Motivational Misfires

Motivating your advisors is complicated; are you **retaining & attracting top talent**?



80% of agents are 54 years old and older

5 generations in the workplace

Millennials, Baby Boomers & Gen Y are all driven by different needs

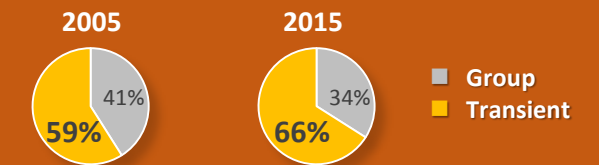


Demanding Times

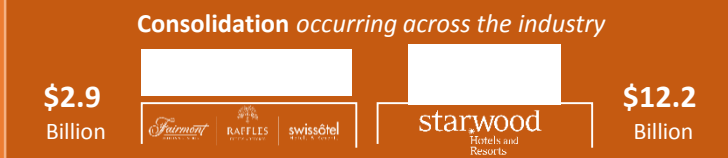
Travel is at an **all-time high** – it's a **seller's market**

High demand and low consolidated supply are making it tough for companies to get great rates.

Transient travel is on the rise as the economy remains strong and young people are traveling at record rates.



Hotels are not building domestically but rather consolidating with acquisitions.



Political Climate



Demanding Times



How Maritz Travel Helps You Manage These Risks For Your Most Important Events



Wildcards



Motivational Misfires

Political Climate

Wildcards

Motivational Misfires

Demanding Times



Work with someone who has been there before



That's Where Maritz Travel's Expertise Comes In:

- Helped write the TARP regulations
- Instrumental in navigating the new regulations in the pharma world
- Helped influence the direction on Sarbanes-Oxley

But Maritz Travel has seen it all *we are disaster recovery and emergency experts*

24/7 Guest Services Team

- To help with emergencies, schedule changes, airlines and destination information

Emergency Response Plan

- Manages client and attendee needs

We have worked with our clients and their guests through:

- 9/11
- 6 hurricanes, 2 volcanic eruptions
- Multiple snow storms
- Airport closures



Motivating your advisors is complicated; are you *retaining & attracting top talent?*

THE 8 PHASES OF A SUCCESSFUL EVENT



Announcing

Initial announcement, save the date, personalized email blasts, etc.



Attracting

Using targeted audience communications based on clearly defined personas



Anticipating

Build excitement and buzz around the specific event



Arriving

Process of actually getting to the destination



Entering

Transition guests into your event



Engaging

Creating authentic experiences that will stick with guest for a lifetime



Exiting

Create a lasting impression as the guests leave the event



Extending

Give guests the opportunity to extend the value of their earned trip



MSP² provides **protection** to the hotel sellers market, **reducing risk of increasing rates, tougher terms and frivolous fees**

Supplier partner program: best in industry terms and conditions; all savings go directly to our clients.



Operated Over **8,000+** Programs



Booked Over **4M** Room Nights



Managed Over **\$1B** In Client Spend

YOUR COMPANY

Estimated Room Spend (@\$200 per night room rate)	\$10,000,000
Total Estimated Commission Returned to YOU	\$1,000,000
AVERAGE CLIENT SAVINGS 25%	\$2,500,000
Maritz Travel shares in the savings, if we don't save you money we don't get paid	(\$1,000,000)
BOTTOM-LINE SAVINGS	\$2.5 million

2015 - Saved Our Clients 24% Overall To Their Bottom Line

Let Maritz Travel provide you with a report on the true risk of your travel programs and a method for minimizing that risk while driving cost savings