

**12th Annual ISM Services Conference
December 1, 2011**

Roundtable Notes

Travel/Meetings & Events

1. Challenges

- Everyone knows market share
- Personal relationships
- Loyalty to carrier
- Benefit – points/rebates
- American Airlines
- No travel policy

Trends

- Stronger management intervention
- More visibility

2. Greatest Challenge

- International travel
- Duty of care
- International security
- Meeting market share (understanding)
- Visibility
- Personal preferences
- Different rules for different levels of management

3. Success Story

- Rental car charges 6%
- Lodging (Marriott/Hilton)
- Rental cars
- Incentives from smart buying
- Oversight on spend reduced cost by 30%

4. Lessons Learned

5. Challenges in today's market

- Reduced budget
- (2) people to a room
- Special reduction
- Virtual conferences/web conferences