



## The New Meeting Is Really Three Meetings In One

The typical business meeting is a relic of the past. Or it should be.

At Summit Management, we hold three meetings in one. Think of it as the 3D Meeting

1. **In person at a specific venue**
2. **Online in such forms as Web casts**
3. **Available on demand – anytime, anywhere—on social media including Twitter, Facebook and MySpace.**

Why is this more powerful and productive for your business? Consider the following:

Virtual meetings are being held everywhere, and using them in conjunction with a face-to-face meeting will only insure extra return on investment of your face-to-face meeting. When you add virtual meetings to your face-to-face for SOP (standard operating procedures and review), a guest speaker who cannot travel, or the attendees that should attend but cannot or will not due to costs or other commitments, you will still have the asset of the speaker's virtual and the even more valuable asset of the virtual attendees' mindshare.

More site participants are online worldwide than ever before. Since the marketplace is global and technology has expanded, you can seamlessly link the "extra" guests into your face-to-face meeting. Let Summit show you how to insure your virtual meeting success in conjunction with face-to-face meetings. To make it work you have got to do some fine-tuning and we are here to help.

Case In Point:

### ANALYSIS & SCENARIO

Approx Participants:	45
Home Office:	7
Main Countries:	Australia 8, New Zealand 8, South Africa 8, US 7, UK 6, Ireland 4, plus subsidiary personnel

Questions: Where? When? Virtual, Hybrid, How Many, Savings?

The home site locations for participants in this Investigator Meeting pose a unique set of challenges. Attendees are more or less evenly scattered between the US, Australia/New Zealand, the UK, Ireland, and South Africa.

There is a slight concentration of sites between Australia and New Zealand, which indicates putting the meeting together in this region may be the best option. A total of 8 sites are located in Australia and New Zealand. For South African guests, travel time is roughly equivalent between a trip to Europe and a trip to Australia. For US and UK guests, of course, travel to Australia is a major trip, but there is no way to avoid a trip of similar duration for at least half of the program participants.



Summit has suggested the concept of dual core meeting might be appropriate for certain Investigator Meetings where guests are widely dispersed. As discussed below, this might be an opportunity to try out a more limited meeting concept with dual sessions – providing an opportunity for increased participation and interaction between guests.

### INTERNET MEETING OPTION

Because of the wide disparity of time zones and low concentration of attendees from any one region, we do not recommend an Internet Meeting for this program.

With roughly 11-13 hours time difference between Australia/New Zealand and the UK/Ireland, the possibility for an Internet meeting is somewhat limited. When the US is added to the mix, finding a “live” meeting time is virtually impossible. The best option would be to try to locate a “Core” meeting in New Zealand, where a 9 AM start time would mean 3 PM in New Jersey, 8 PM in England and Ireland and 10 PM in South Africa.

If we elected to have the South Africans fly to Auckland, for example, and moved the meeting to an 8:00 AM start time, we could begin at 7:00 PM in Europe and conceivably complete the most important part of the meeting by 11:00 PM – but there is no optimal time during which all participants could be accommodated.

### Solution 1

Hosting the meeting in Sydney would allow short haul travel for attendees from Australia and New Zealand, which would eliminate up to sixteen Intercontinental Airfares at rates of \$6,000-\$8,000 each.

Guests from South Africa would be able to fly non-stop from Johannesburg in one direction, which means a total flying time about the same as going to Europe.

Guests from England/UK could take long haul services with a morning departure on the 8<sup>th</sup> to arrive on the 9<sup>th</sup>, returning home on an evening flight on the 10<sup>th</sup> or morning flight on the 11<sup>th</sup> (which might be more reasonable given the flight distance). Cost per ticket is about \$8,000.00.

From the US, this trip requires approximately 20 hours of flight, with limited options for variation, via the west coast. Most long haul guests would need at least a two night stay, with three nights often requested, however, the ground cost of the extra night stay is minor compared to the cost of the flights.

Moving the meeting to Auckland would shorten the trip for US attendees by about 2 hours, and travel time for Europeans and South Africans would be about 2 hours longer.

Note – spring weather conditions would prevail in either destination (Sydney or Auckland) and could prove to be an inducement for traveling to this conference.



## Solution 2 – Dual Core Meeting

This situation may prove to be an ideal meeting for a test of the “dual” core meeting concept.

There is a small concentration of guests in the UK/Ireland, and another concentration in Australia/New Zealand. The guests from South Africa could be flown to either meeting (UK or Australia) – at about the same cost.

We suggest the main presenting team fly from the US to the UK – London probably makes the most sense, for the first meeting on the 10<sup>th</sup> of November. With a relatively small audience of 25, the program could be held informally, almost classroom style – and if handled at an airport location (say, the London Heathrow Hilton adjacent to Terminal Four), guests could fly in during the morning, hold the meeting from 10:00 to 6:00 PM, and then fly home after the meeting ends, eliminating the need for hotel stays and the welcome dinner.

Then, the presenters could board an evening flight on Thursday bound for Sydney, arriving on Saturday morning, with a second session scheduled for Monday morning.

Having discussed the issues extensively during the UK meeting, non-essential or time-pressed presenters could then return to the US (even on a late Thursday evening flight – meaning they would not even have to overnight in London if they did not wish to do so!). The remaining presenters could then review the protocol in an informal conference style presentation in Sydney. At the conclusion of the meeting on Monday, they could then return home to the US.

## Summary and Recommendation

The second “dual core meeting” option has the benefit of providing intensive discussion of the subject matter in an interactive forum, without greatly increasing the cost of air travel for the presenters and eliminating the cost of between 20 to 25 inter-continental airline tickets, which could represent a savings of \$150,000 - \$200,000.

Comprehension and interaction would be preserved throughout the program, with participation far greater than if only an Internet meeting were held. Total travel time would only be slightly greater than if a single meeting were held in Australia and some personnel might be able to avoid a part of the trip by participating in the first meeting at London Heathrow.

Summit would be pleased to provide flight schedules to show how these smaller core meetings could be coordinated at the most reasonable cost possible. For more information about hosting a meeting in three dimensions, please visit [www.SummitMgt.com](http://www.SummitMgt.com) and select a time and date for a no-obligation discussion.