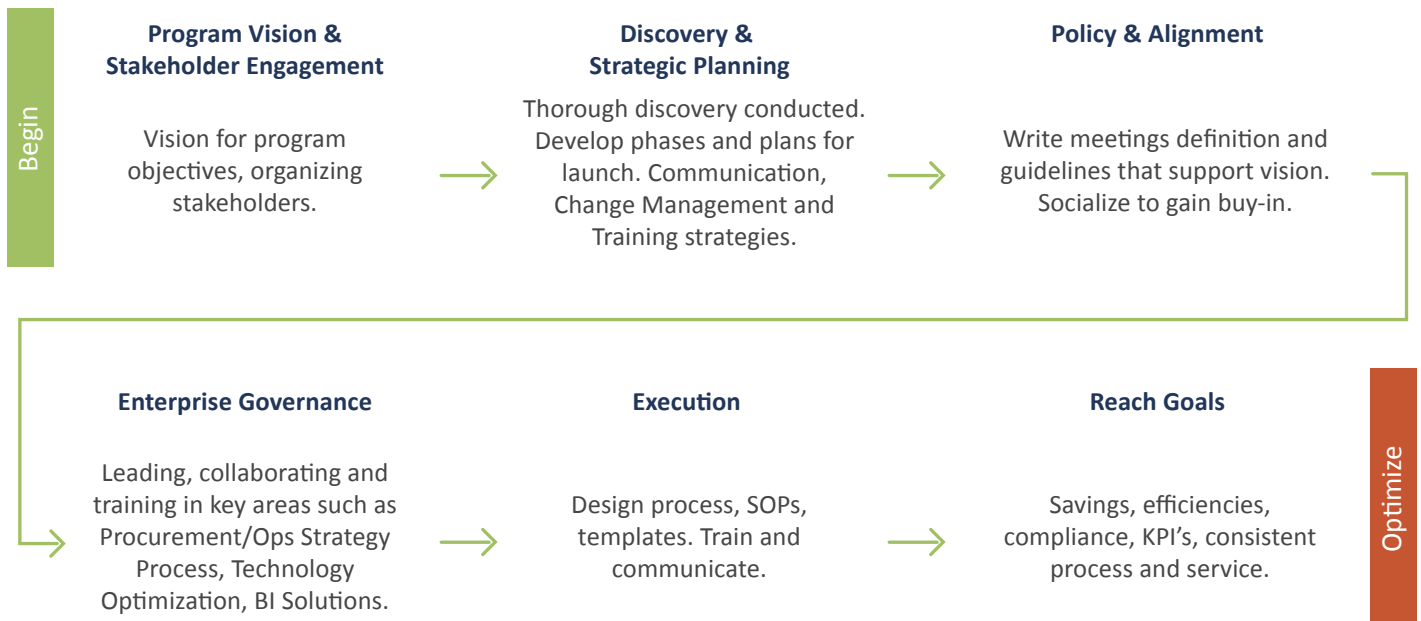


Intent Strategy Group (ISG), an independent division of Meetings & Incentives Worldwide (M&IW), offers both strategic and technical expertise for Cvent and other leading event platforms. Our team’s methodology is based on years of successful implementations and optimizations.

SMMP Roadmap



ISG Methodology

The project is managed by a Consultant/Project Manager with the support of various resources and SME’s as may be necessary. New SMM initiatives are best executed when approached strategically first and then tactically. We generally conduct at least one in-person workshop, to expedite the initial decision-making/strategy and solutioning processes based on information gathered during Discovery.

In order to capitalize on incremental success, we typically implement in phases. When implementing a new Meeting Policy and technology solutions, we recommend launching in parallel to achieve optimal system and policy adoption. Project Manager will leverage a Deployment Plan so team members are aware of important deadlines and progress/project status.

Customer Stories

Continuous Improvement Initiatives: *“We suffer from M&E initiative fatigue, our Cvent account is a mess, and we need a roadmap to show leadership our program is worth a continued investment.”*

One supplier does not fit all: *“We have 12 suppliers supporting us—we need a strategic partner to standardize processes and aggregate data across all. For programs that don’t require planning, can you help us with hotel procurement and event websites/online registration?”*

Visit www.meetings-incentives.com/smm or email Lisa Palmeri at info@intentstrategygroup.com.