



# Effective Meeting Management Strategies:

The Ultimate eBook

# Introduction

Today's meeting planners are often juggling several responsibilities at any given time. From scheduling and logistics to budget and engagement, there's many moving parts to keep track of in order to have the most successful meetings possible. It's why when meetings aren't meeting stakeholders' expectations, it can be difficult for planners to pin down exactly where they can make improvements and reach their goals.

Within this guide, you will receive the tools and knowledge to become a meeting strategist for your organization. That means you will know the most efficient way to source your meeting venue, what event software to use, how to properly budget for your event and finally how to measure your total meeting spend and return. In the end, you will know how to properly evaluate all of your meetings to ensure that you are making the most cost-effective choices that will lead to better meeting results overall.

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# About Aventri

Aventri is a global leader in cloud-based analytics and data-driven end-to-end event management and venue sourcing solutions. The award-winning, open-source platform delivers innovative technology solutions to streamline the event process, providing real-time data and analytics on event performance, customer engagement, and increasing measurable event ROI. Founded in 2008, Aventri has assisted over 25,000 event professionals in planning, executing, and measuring their events. With a focus on event sourcing and hospitality, registration, marketing, logistics, engagement, mobile, and data analytics, the company serves more than 1,300 customers including leading corporations, associations, agencies, and educational institutions globally. Headquartered in the United States, the company also has offices in the UK, Belgium, Australia, Singapore, India, and UAE. Aventri is a portfolio company of private equity firm HGGC. Learn more at [aventri.com](https://www.aventri.com).



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