



CONSOLIDATION

By challenging clients to think about how to innovate in meetings and events, we have redefined how they deploy resources. A key element of this advisory service is consolidation. Consolidation of spend, resources, locations and technology in order to improve efficiency, manage risk and ultimately drive down costs.

Our approach is underpinned by over two decades of experience and a broad roster of corporate clients, and the results are evident across the range of our services.

Global Banking & Financial Services Company

Buying desk, utilising a third party delegate management and booking platform. Generated **savings of 10%**, with a 70% conversion rate across \$20m of annual global spend.

Global Financial Services Firm

Leveraged annual \$32m venue spend to deliver **13% savings** with a 76% conversion rate.

Multinational Banking & Financial Services Company

Consolidated Global Analyst Induction Programme - moving from multiple London venues to one, out-of-town, self-contained option. Continue to **make savings year on year**.

Interbank Financial Telecommunications

Premier event for the financial industry. 8,000 attendees was managed through one central technology platform. All revenue streams communicated in real time via **one central report**. Client has chosen Grass Roots every year, for the last 15 years.

Global Luxury Automotive Manufacturer

Consolidated all registration data, customer service, technology platforms, asset management and reporting. Created efficiencies across 50 events, 11,000 attendees and 10,000 assets. **Save the team over 30%** of their time, improve attendee experience, brand compliance and consistency, and provide comprehensive reporting.

Logos have been removed to protect client confidentiality