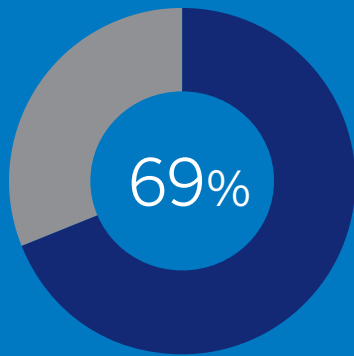


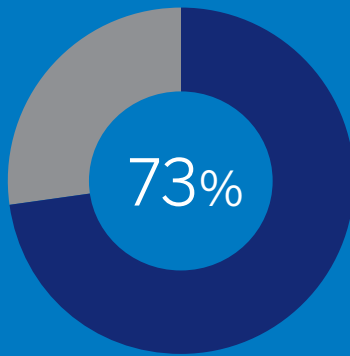
Hard Work Is Paying Off

As meetings professionals in North America look ahead to a year of stable growth, they are seeing their meetings management efforts pay off. After years of work, meeting professionals in North America are reporting a high level of adoption of meetings policies.

NEARLY 3 OF 4 ORGANIZATIONS HAVE FORMALIZED THEIR MEETINGS POLICIES



2018



2019

Organizations have a formal meeting policy in place



With an explicitly defined approval process



42%

2018

70%

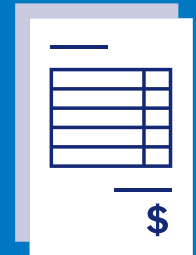
2019

And over 80% have adopted policies that centralize contracting with preferred vendors



2018: 64%

2019: 82%



HOWEVER, SOME IMPORTANT WORK STILL REMAINS

For most companies, these meeting policy components have yet to be clearly defined:

Meeting ROI metrics:



23%

Social media:



29%

Use of sharing economy suppliers:



28%

Source: North American Survey from American Express Meetings & Events, 2019.



MEETINGS & EVENTS

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