



Source: GBTA / CWT M&E (outer ring)

## Thinking Outside The Wheel

### Beyond Strategic Meetings Management

**Accessible text:** A wheel diagram with a hub and concentric rings. Depicting the common model for strategic meetings management.

- Wheel hub: Stakeholder engagement.
- Ring 1: Registration of meeting or event. Event objectives. Sourcing and procurement. Planning and execution. Participant experience. Payment and reconciliation. Data analysis and reporting.
- Ring 2: Policy. Technology.
- Ring 3: Strategy.
- Ring 4: Infrastructure. Governance. Administration.