

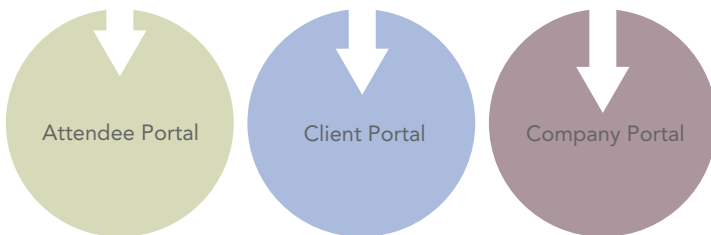
MeetingSmart™ E-Business Solution

Universal Meeting Management's **MeetingSmart™** technology provides a complete project management system that automates all aspects of the meeting process from set-up to post-program reporting. Because it is a custom built application, it is **designed to be flexible** and evolve to meet changing business and specific client needs.

The **MeetingSmart™** technology platform is built on UMM's highly efficient meeting management methodology which ensures planning consistency and the highest levels of customer service. Through **easy-to-use, 24/7, secure portal access**, and reporting, clients maintain control through visibility into the details, status, and performance of their meetings.

Features and Benefits

MeetingSmart™ provides user portals to accommodate the unique needs of attendees, meeting sponsors, and speakers. A comprehensive security policy and associated technology govern appropriate user access.



MeetingSmart™ offers full visibility into your meeting activities, program participation, and program spend. Its powerful functionality provides the ability to access and manipulate program data both active and historical. Whether you need to generate custom reports on a per meeting basis, across multiple meetings, by department, or across an entire company, our **technology platform is your e-business solution.**



Attendee Portal

Through the invitation process, attendees register for a meeting and have access to all program information before, during, and up to the close of the meeting. Attendee information available through the portal includes:

- Registration
- Program Communications
- Electronic Contracts / Agreements
- Meeting and Venue Information
- Pre / Post Surveys or Evaluations

Client Portal

Clients need up-to-the-minute information on the status of active meeting progress. The client portal provides direct access to reports detailing information such as the following:

- Audience Acquisition Status Tracking
- Attendee Response Metrics
- Program Communications

Company Portal

For Procurement and Executive Management, annual spend and trends are critical to capital budget development and planning. Reports are provided to track annual expenditures across all program types and departments. This provides companies the ability to monitor cumulative spend at all times.

The company portal is used for:

- Spend Compilation Reports
- Cost Savings Details
- Historical Trends
- Industry Specific Reports (State Reporting)