

Simple Solutions. Streamlined Management.

# Citi® SPARE<sup>SM</sup> Meeting Management Methodology

Streamline your meeting expenses with the help of global industry experts

Citi's SPARE<sup>SM</sup> methodology offers a holistic, global solution for effectively managing your meeting and event (M&E) spend. By managing your M&E program along the five principles within the SPARE methodology, you obtain increased transparency, improved budgetary controls and streamlined processing when planning your Corporate functions. And that results in savings – both in time and money – letting you remain focused on your business, not the back office.

## Citi's Meeting Management Methodology:

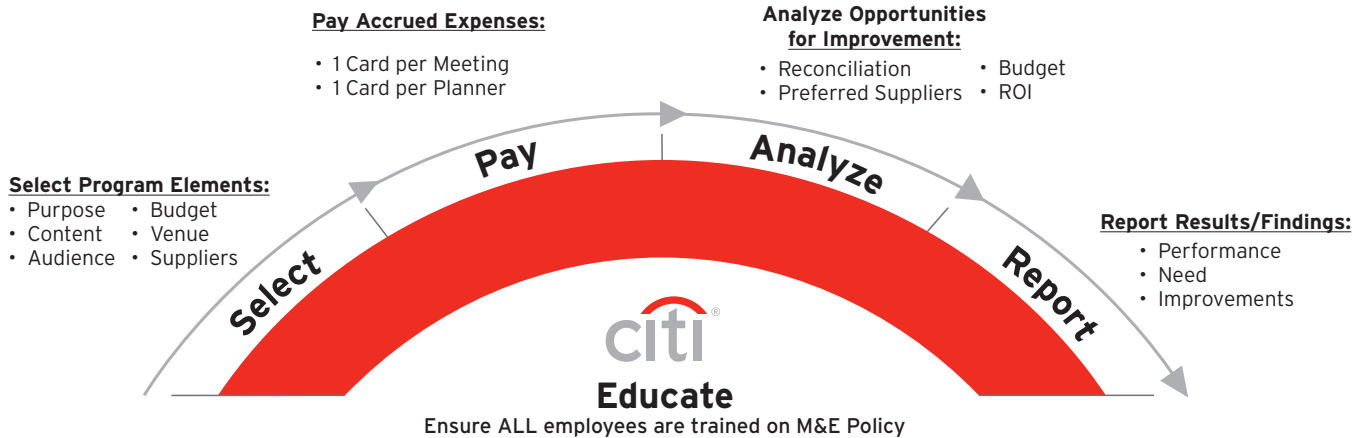
Meetings and events are critical to the success of any business, yet they are an unwieldy expense to manage with various stakeholders and cost components. Whether you're planning an event in Bangkok or Baltimore, ensuring flawless execution that does not break the budget is a challenge.

Citi can help. We recognize the best way to effectively manage meetings and their associated expenses is to:

1. Understand the key steps comprising the meeting management process
2. Identify all cost and time saving drivers associated with meeting management

This is why we created the Citi® SPARE Methodology. The Citi® SPARE Methodology summarizes the five critical steps companies need to manage when building an efficient and effective meeting program: select program elements, pay accrued expenses, analyze opportunities for improvement, report results/findings and educate employees on program policies and procedures.

## Citi® SPARE Methodology Meetings Management Best Practice Life Cycle



**Citi's Payment Products & Services:**

Citi's suite of flexible and efficient payment options offer efficiency and cost savings at every step of the meeting management process. Our premium tools provide the right data and controls to help lower event-related costs and enforce

preallocated meeting budgets by arming you with the know-how necessary to improve your negotiated vendor rates, lower your back-end processing costs and reduce your reconciliations workload.

**Citi's Suite of Meeting Management Tools**

- Citi® Meeting Card
- Citi® Declining Balance
- Citi® Virtual Card Account
- Citi® Reporting
- Citi® integration with Meeting Management Solutions

Select Program Elements	Pay Accrued Expenses	Analyze Opportunities for Improvement	Report Results/Findings
When selecting event parameters, choose a payment method that aligns with your event needs and constraints. Citi's Meeting Card with the Declining Balance feature allows you to set the meeting or event budget to the maximum allowable spend on the Card, preventing overages. And by using the merchant category code feature, you can limit purchases to approved merchant types.	By employing a convenient payment method that integrates with your meeting management software and back-end technology, you streamline your payment and reconciliation process and maximize data capture and insights gained. With innovative technology, robust data capture and enhanced controls, the Citi Meeting Card and Citi Virtual Card Account can facilitate your meeting payment process.	Program analysis at the completion of an event can provide invaluable insights. By synthesizing data into key reports, you can better assess program performance, determine cost improvements and verify compliance with corporate policy. Citi's reporting tools offer both summary and drill-down level reporting so you gain maximum insights with minimum effort.	Once all meeting data has been captured, you can review and highlight potential savings. By consolidating Citi Commercial Card data across all programs – Meeting and T&E – you can gain greater leverage during supplier negotiations. And because suppliers are paid quicker with Citi Commercial Card vs. a traditional invoice, additional supplier discounts can be garnered.

**Educate All Employees on Meeting & Event Policy**

To help keep meeting and event (M&E) information at the top of your employees' minds, a best practice is to create a M&E specific policy – inclusive of a payment policy – and post it in an easy-to-access location, such as the company intranet. Provide employee training on the policy and issue annual reminders to assist with compliance. Citi will partner with you to help educate your employees on how to maximize meeting savings with easy-to-understand documentation on Citi's Commercial Card products and usage.

**Citi's Global Availability**

Because all Citi Commercial Cards are built on a unified, consistent platform, all of our meeting solutions can be available wherever Citi issues Commercial Cards – which means this functionality is available in over 90 countries around the world and growing.

**Citi's Ongoing Consultative Support**

In addition, a dedicated account team will work with you to create a meeting program to address all of your specific needs. Plus, your cardholders will enjoy 24/7 support from our best-in-class customer service team.

**Contact Citi**

With everything you need to do to make sure your meeting is a success, we know your hands are full. Why not let Citi put meeting management at your fingertips? To learn more about how Citi's Meeting Solutions can help you today, contact your Citi representative or visit us at [www.citimanager.com](http://www.citimanager.com).

**Global Transaction Services**  
[www.transactionservices.citi.com](http://www.transactionservices.citi.com)

© 2010 Citibank, N.A. All rights reserved. Citi, and Citi and Arc Design are trademarks and service marks of Citigroup Inc. or its affiliates, used and registered throughout the world.

711642 GTS25538 10/10

