

Visa Meetings Card

Effectively manage your meeting and event spending

According to a recent study by the Aberdeen Group, surveyed companies reported that on average, they spent over US\$17 million on corporate meetings which represented nearly 3% of their corporate revenues in 2007.²

Over 80% of companies surveyed recognize that electronic payment methods provide easier access to more transparent financial data, which can reduce costs and enable better management of cash flow.³

HOW MUCH DOES YOUR COMPANY SPEND ON CONFERENCES, TRADE SHOWS, MEETINGS, AND EVENTS?

If your company is like many others, chances are you don't know the answer. That's because many companies take a decentralized approach to planning meetings and events. This often results in a lack of visibility into spending, leading to higher-than-necessary costs, operational inefficiencies, and missed opportunities to negotiate optimal arrangements with suppliers. But there is an all-in-one solution to help eliminate these problems.

The Visa Meetings card simplifies the process of paying for, reconciling, and reporting spend on meetings and events by automating the payment process and centralizing global spend data. Backed by unsurpassed acceptance in over 170 countries¹, the Visa Meetings card can be used across key spend categories such as lodging, travel, food and beverage, audio/visual equipment, and transportation, providing organizations with superior flexibility.

But the Visa Meetings card is more than a payment solution - it also gives your company the ability to strategically plan meeting and event spending. For instance, by integrating the Visa Meetings card with Arcaneo's Metron meeting management software, your company will have access to a wide array of event management and measurement capabilities.

Benefits of the Visa Meetings card

With the Visa Meetings card, you can:

- Improve operational efficiencies and reduce costs by streamlining billing and payment processes, and minimizing back-office administration (such as invoices and cheques).
- Ensure compliance with corporate policies by allowing you to track meeting-related expenses.
- Allow higher spending limits for expenses such as group airfare, hotel blocks, and conference facilities.
- Have more control over meetings spend by tying card spending limits to an approved meetings budget. Additional controls are also available, such as transaction limits and selective merchant acceptance, to help eliminate maverick spending.
- Improve visibility into meetings spend with web-based data and reporting tools available through Visa Information Management (VIM). With these tools, your company can consolidate spend data across all departments and divisions to provide an aggregate view of event-related spending.
- Utilize the detailed spend data provided by the Visa Meetings card to help negotiate more favourable pricing arrangements with suppliers. In return, your suppliers enjoy a streamlined order placement process and are guaranteed payment.
- More easily plan and manage meetings, since your event planners have immediate and convenient access to funds for event-related purchases.



According to the Aberdeen Group, purchasing cards can reduce the processing cost per transaction by 75%⁴, while Deloitte Consulting has found that the use of procurement and payment best practices can save an organization between US\$1.8 million and US\$8 million a year.⁵

End-to-end meetings management support

Visa has formed a strategic alliance with Arcaneo, makers of Metron meeting management software, in order to provide you with a complete, end-to-end meeting management solution. Integrating Visa Meetings card transaction data into Metron allows companies to more easily manage the entire meeting process through one centralized web-based tool:

- Manage budgets and monitor costs
- Track meeting requests and event calendars
- Research and source facilities, suppliers, and travel options
- Prepare and issue RFPs to suppliers
- Research and employ industry best practices
- Manage site selection, meeting room layout, and attendee reservations
- Evaluate meeting results
- Prepare reports for senior management

Additional features of the Visa Meetings card

- In the unlikely event of card misuse, Visa's Corporate Liability Insurance (CLI) program will waive a company's liability for unauthorized charges up to \$100,000 per enrolled Visa Meetings card.⁶
- Easily activate and update merchant category code blocking to restrict purchases that violate company spend policies.
- Spending limits to improve employee spend control.
- Detailed transaction data from Visa Enhanced Data, which delivers line-item breakdown of card purchases. This helps minimize administration and provides more detailed information on the nature and source of purchases. This can result in more cost-effective negotiations with suppliers, worth 5 to 10% in pricing reductions.⁷
- Visa Meetings cards can be assigned per planner, per meeting, or any combination.
- Reporting and data services provided through Visa Information Management, enabling integration capabilities with general ledger, ERP, and expense management systems.
- A variety of core benefits from Visa, such as emergency card replacement, and travel and emergency assistance, as well as optional benefits⁸ such as travel accident insurance, lost luggage reimbursement, business travel inconvenience insurance and hotel burglary reimbursement.

To learn more about the Visa Meetings card and how it can help your company more efficiently manage meetings and events spending, contact your commercial banker or visit www.visa.ca/meetings today.

1. VisaNet, transaction volume for quarters ending March 31, 2007; includes Visa Europe.

2. Strategic Meetings Management of MICE (Meetings, Incentives, Conferences, and Exhibitions) and Spend, Aberdeen Group, February 2008.

3. Visa Global Cash Management Survey, March 2007. 800 senior financial, treasury and cash management executives from around the world participated in this survey.

4. Global Commercial Payment Cards, Cutting Costs and Boosting Control on a Global Stage, Aberdeen Group, March 2007.

5. Visa Procure-to-Pay Best Practices, Deloitte Consulting, 2005.

6. For more information, visit http://www.visa.ca/purchasing/download/cli_brochure.pdf.

7. Visa International Enhanced Data Study, Deloitte Consulting, 2002.

8. Please contact a Visa Meetings card issuer for details on optional benefits.