



ManpowerGroup  
Solutions



# BUSINESS CASE

## Conference & Administration Solutions

Organising international conferences now costs leading IT company 30% less thanks to outsourcing.

### BASIC STARTING POINTS

- Organising multiple conferences every year at various locations around the world (with 100 to 1000 participants per conference)
- The need for cross-border project coordination from A to Z
- The requirement to save money while retaining flexibility and quality

### OUR SOLUTION

- Establishment of a versatile Conferences & Administration Team customised for this particular client
- Total solution for organising conferences: project management, business case, financial plan, choice of location, communication, logistics, registrations & payments, on-site coordination, assessment, etc.

### RESULTS

- 30% cost-savings over 2 years
- Flexibility: no fixed overheads outside peak periods
- Stability and continuity: a team of specialists on call at all times
- Gains in efficiency and quality thanks to experience and commitment
- More time for the client's core business

“What are the keys to the success of our partnership? The quality of the output, the relationship of trust and our willingness to achieve the savings our client expects.”

**The challenge: to organise a varying number of top-quality conferences as cost-effectively as possible.**

**A significant test for one of the world's best known IT companies. How does a small team go about setting up top-level conferences at different locations around the world?**

**And how do you avoid sky-high fixed overheads outside peak periods?**

**“By establishing a partnership with an outsourcing specialist”, says Anne Kempeneer, Project Coördinator & Business Developer at ManpowerGroup Solutions.**

**Prepare, implement and evaluate**

“Each year, the various countries within our client's European operations organise conferences for their own employees and business partners. The number of participants varies from 100 to 1000 and

the location may be Helsinki today and Dubai tomorrow. But whatever the venue, the requirement is always the same: quality and value for money. The company found the solution they were looking for in ManpowerGroup Solutions. What does this mean? That our client is in charge of the content and the sales. And that we at ManpowerGroup Solutions take responsibility for the entire preparation and delivery side. That involves handling the project coordination, communication, preparing business cases and financial plans, finding the right venue, organising the logistics (transport, hotel bookings, etc.), dealing with registrations and payments, providing coordination on the spot and producing a conference assessment afterwards.”

**A versatile and committed team of specialists**

“Our client is supported by one of

ManpowerGroup Solutions's dedicated Conferences & Administration Team to do all that. This team consists of 10 outsourcees or 'ambassadors' who know the ins and outs of project management, logistics and administration like the back of their hand. They may work from the offices of ManpowerGroup Solutions, but our client doesn't think of them as outsiders. They're all totally integrated into their business. And we work very closely with them via our team leader. Staff turnover is very limited, too, which makes the team very stable and guarantees continuity of service. This means that whether our client is planning to run 8 or 12 conferences over the whole year, or they are all concentrated into the autumn period, the same team at ManpowerGroup Solutions can always be counted on to get the job done. Better still, we have experts of various nationalities who are familiar with the cultural sensitivities of specific host countries."

### 30% cost-savings

"Our client attempts to achieve certain

levels of cost-savings and expects his partners to support them in meeting their aims. We have a very high level of willingness to reach our targets and in the past 2 years our client has saved something like 30% by outsourcing their conferences in full to ManpowerGroup Solutions. The company pays a fixed price for each conference. And the members of our Conferences & Administration Team are on the payroll at ManpowerGroup Solutions. That saves the IT giant from incurring rising fixed costs during periods when there are few conferences on the programme – or none at all for that matter."

### Quality guarantee

"The combination of quality and reliability is far and away the biggest advantage of this outsourcing formula. We act as a long-term partner which takes full responsibility and is always willing to work at a very high level. It also means we don't need a lot of meetings and procedures to achieve our goal. The mutual trust between us is so great that the cooperation runs like clockwork."

"The company doesn't view the Conferences & Administration Team at ManpowerGroup Solutions as outsiders. They're all totally integrated into their business."

#### CRITICAL SUCCESS FACTORS

- Close relationship of trust between the IT-company and ManpowerGroup Solutions
- High-quality service through the control of various disciplines: project management, logistics & administration
- Commitment and integration of the Conferences & Administration specialists
- Continuity: stable team with low staff turnover
- Multiple languages and cultural diversity
- Always striving for maximum cost-effectiveness
- Long-term vision

#### ADDITIONAL BENEFITS

- Transparent cost structure: fixed cost per conference
- No extra pressure on labour costs: organising staff are on the ManpowerGroup Solutions payroll
- Additional savings: Conferences & Administration Team works from the ManpowerGroup Solutions offices
- Retention of tight control thanks to open communication

For twenty years ManpowerGroup Solutions has been a benchmark in tailored people-based outsourcing solutions. This fast-growing ManpowerGroup subsidiary can take on the full or partial management of activities, departments or projects that lie outside a business's core tasks. ManpowerGroup Solutions enters into an obligation of results with its clients to streamline the service, workforce, and work processes. This undertaking means more time for the core business, more continuity, more quality and demonstrable cost reductions. In all more than 600 experts or 'ambassadors' are at work for clients in a very wide range of sectors.

## BUSINESS CASE

FOCUSING ON YOUR CORE BUSINESS IS HUMANLY POSSIBLE.



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