

AMERICAN EXPRESS MEETINGS & EVENTS

Planning for Unknown Costs

Explore the virtual components of your next meeting or event that may increase your budget.

While virtual meetings may cost less than in-person events, owners and planners often neglect to account for many parts of the virtual experience when building their budgets. It takes more than existing video conferencing technology and a slide deck to successfully run a virtual meeting.

View our list to understand the many overlooked facets of a virtual meeting and learn where to allocate your budget for best results.



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MEETINGS & EVENTS

In 2021, 64% of meetings and events will be virtual or have a virtual component, according to American Express Meetings & Events' 2021 Forecast.

[Click here](#) to view the complete forecast.



PRE-PLANNING

- Meeting design recommendations
- Technology assessment and procurement
- Event identity creation
- Attendee registration and invitations design
- Agenda development
- Speaker management
- Managing logistics with virtual platform vendor
- Communications and planning meetings
- Managing contracts for healthcare professionals (HCP)
- Pre-recorded content such as interviews or trainings
- Shipping gifts in advance to enjoy during the meeting



EXECUTION

- Facilitation of live virtual meeting
- Virtual studio space for presenters
- Attendee experience management
- Technical help desk for attendees or presenters



POST MEETING

- HCP transfer of value reporting and payments
- Attendance reporting and budget reconciliation
- Session video editing
- Post-event gifts and communications

