Central Governance

Case Study

Details	
Description of Client	Global food and beverage company with multiple brands, operating companies and divisions.
Name of Program	Internal Meetings and Events Program (US and Canada)

At-a-Glance Summary:

- **Challenge:**
  Bring central governance to a growing internal meetings portfolio spanning multiple operating companies, divisions and stakeholder groups.
- **Benefit:**
  Centralized governance delivering consistent processes, clear accountability and measurable financial value, achieving 14% average savings against a 12% contractual target, while maintaining 92.9% stakeholder satisfaction.

The Challenge

The client's growing internal meetings portfolio involved multiple operating companies, meeting owners and stakeholder groups, each with different requirements and working preferences.

Key challenges included:

- Coordinating meetings across many brands, channels, departments and operating companies
- Reducing exposure to risk and undocumented spend
- Meeting the different requirements and working preferences of each stakeholder group
- Supporting a growing portfolio across the US and Canada

Scope of Program

AMI built a governance process that aligns with the client's policies and covers multiple operating companies and divisions across the US and Canada.

Our support included:

- A core account team, led by one accountable Client Success Manager, that ensures continuity and retains reportable program data
- Centralized specialists in sourcing, coordination and reconciliation
- Meeting Managers who own the full event lifecycle, from intake through billing and reconciliation, with direct stakeholder contact throughout
- Central sourcing and supplier oversight
- Real-time visibility through the Cvent portal

Key Program Enhancements

- Consistent processes, controls and escalation across every operating company
- Delivery adapted to each event and meeting owner
- Trained capacity added as volume and complexity change, with clear accountability maintained

Results & Impact

- 220+ internal meetings projected in 2026
- $14M+ projected managed spend
- 14% average savings, exceeding the contractual target of 12% by 2 percentage points
- 92.9% overall stakeholder satisfaction in 2025

What This Means for You

AMI combines centralized governance with the flexibility to meet individual stakeholder needs, delivering greater spend visibility, consistent standards and measurable cost savings without compromising operational independence or the meeting experience.