



ROLES AND RESPONSIBILITIES

Whether internal or external, knowing the right roles and responsibilities are critical for a well-managed meetings program. These include:

Executive Sponsor

Approver, Regulator, Strategist

- Policy
- Goals
- Compliance
- Funding

Internal Champion

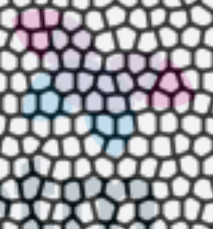
Strategy and Process Alignment with Organizational Goals

- Spend Management (Procurement)
- Travel
- Legal
- Security / Risk
- Marketing
- Human Resources

SMM Manager

- Liquorice chupa
- chups applicake
- apple pie cupcake
- brownie bear claw
- cake gingerbread

PREVIEW VERSION



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