

10 Business benefits of Concur Event Management by Groupize



To enhance organizer and attendee experiences while gaining oversight and control of spending, you must simplify and streamline your event planning and management processes. Here are 10 ways the Concur Event Management solution by Groupize helps you achieve these goals and get more value from your SAP Concur solutions.



1 Centralized approach to meeting and event planning

Complex processes and multiple tools → Single comprehensive solution

Opportunity: To improve the consistency and efficiency of event management by using one unified application
Solution: This single solution for planning and executing events and meetings enables automated hotel and venue sourcing as well as travel, logistics, registration, attendee, and spend management.
Impact: Simplified, streamlined event planning and management

2 Enhanced event management

Lack of access to effective planning tools → Enhanced efficiency and optimized costs

Opportunity: To make modern event planning tools available to anyone who plans meetings or events
Solution: Concur Event Management offers advanced analytics, reporting, rules, and approval workflow features that help you accurately track event and meeting spend. Included is the free Attendee Event App, which provides visibility into itineraries and agendas in case arrangements need to be changed.
Impact: Enhanced ability to meet duty-of-care requirements and improve control over event planning and management

3 Integration with Concur Travel

Poor categorization, budgeting, and spend management for events due to disparate solutions → Bidirectional data synchronization with the Concur Travel solution

Opportunity: To improve governance and compliance in event spend using integrated systems and data
Solution: Concur Event Management integrates with Concur Travel, offering planners and travel arrangers a self-service solution that helps them create events for groups of 10 to 10,000 attendees while complying with company spend rules.
Impact: Greater visibility into guest travel and enhanced compliance with existing hotel or vendor agreements

4 Support across the event planning lifecycle

Ad hoc, inconsistent event planning → Centralized planning

Opportunity: To optimize the planning and management of various meeting types and travel arrangements
Solution: Both professional and occasional event planners and travel arrangers can use the unified solution throughout the event planning lifecycle to source venues and accommodations, manage registrations and attendees, book hotels and travel, communicate throughout the event, and analyze spend.
Impact: Efficient event management with improved governance and compliance

5 Financial value

High cost → Exceptional value

Opportunity: To reduce your organization's cost of event spend and uncover hidden costs
Solution: The solution offers unlimited usage across your events, instead of costly per-user or per-event licenses.
Impact: Better event spend governance based on comprehensive insights

6 Duty of care

Inadequate threat alert system → Prompt response to travel emergencies

Opportunity: To inform event attendees about potential travel emergencies, geopolitical threats, sudden severe weather alerts, and other unforeseen threats
Solution: Concur Event Management helps you send important communications and alerts to attendees with the Attendee Event App.
Impact: Enhanced ability to meet duty-of-care requirements for event attendees through effective information sharing using prewritten messages or urgent alerts

7 Governance and compliance

Ad hoc spend management → Centralized spend policies

Opportunity: To increase content security, privacy, and travel policy compliance
Solution: Flexible workflows let you set policies that match your organization's unique needs while helping ensure compliance in supplier sourcing and event spending.
Impact: Improved spend governance and policy compliance

8 Spend insights

Uncertainty about event costs → Data-driven policy and budget decisions

Opportunity: To optimize planning efforts and stay ahead of budgets
Solution: A highly configurable rules engine plus dashboards, analytics, and reporting provide valuable, comprehensive insights into your organization's meeting spend.
Impact: Improved tracking and control of event spend

9 Staff experience

Frustrating → Empowering

Opportunity: To free planners to focus on value-added tasks
Solution: Prenegotiated rates with preferred hotel and venue suppliers, handled through competitive procurement processes, save time communicating with third parties and help your staff manage events successfully.
Impact: Reduced time spent on rote tasks, improving employee satisfaction

10 Employee experience

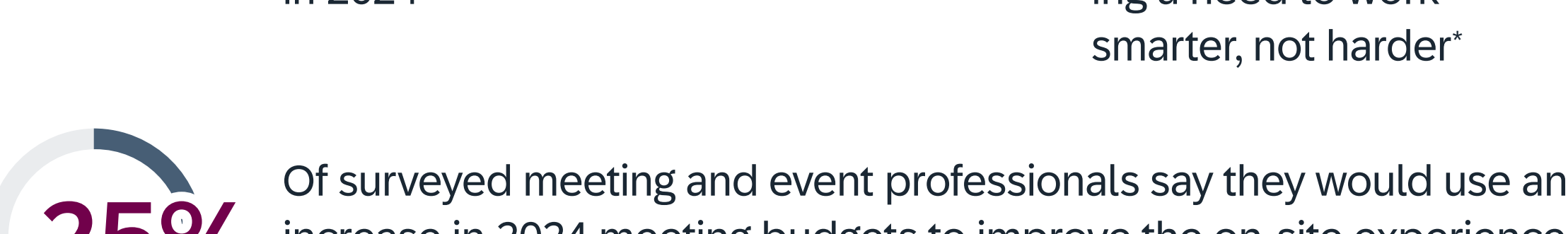
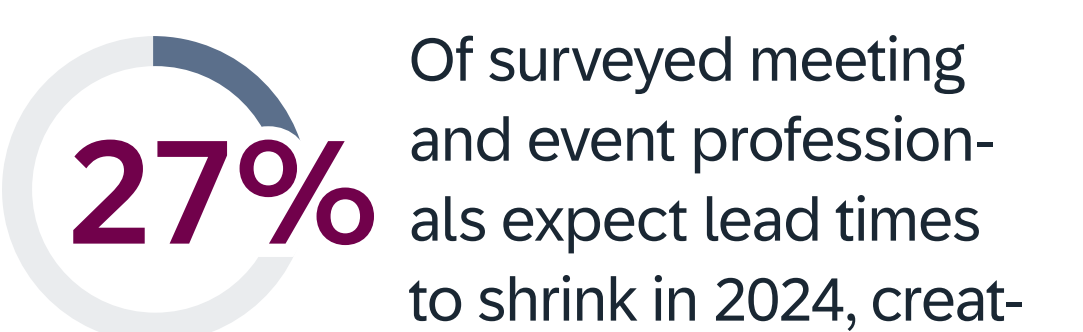
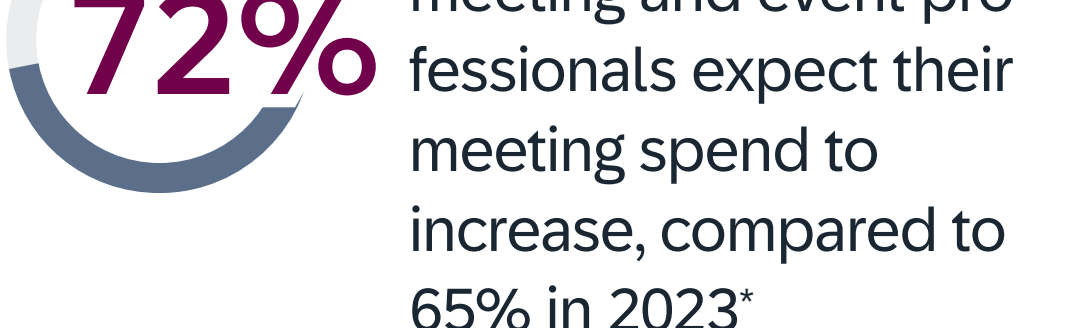
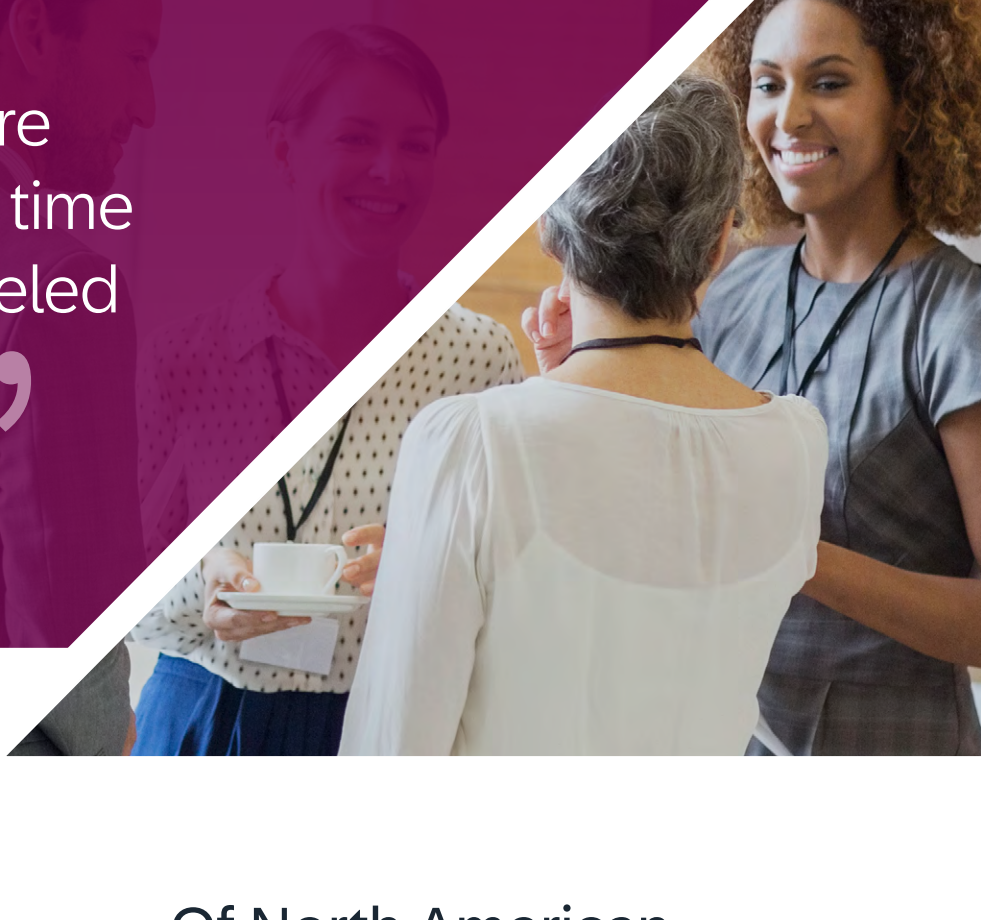
Complex registration and booking processes → Simple trip and event booking through integration with Concur Travel

Opportunity: To make it easier for employees to book their own travel and events
Solution: The free Attendee Event App and branded event websites create simple, smooth registration and booking experiences, with features such as personalized agendas, meeting details, and collaborative virtual networking opportunities.
Impact: Enhanced employee engagement

“With inflation, travel disruptions, increased competition for limited space, and dispersed workforces, it’s more important than ever that meeting planners work smarter, not harder.”

“From gathering destination information to streamlining event communications to automating the registration process, planners are embracing technology that enhances productivity so they can focus on the big stuff that is more meaningful for the event.”

“Emerging technologies, geared towards streamlining and automating event planning, are taking center stage as planners recognize that time saved from administrative tasks can be channeled into more strategic and creative endeavors.”



Concur Event Management provides a centralized approach for planning and executing events and meetings. The single unified self-service solution enables automated hotel and venue sourcing as well as travel, logistics, registration, attendee, and spend management by professional and occasional event organizers. It mitigates and reduces risk, improves employee spend compliance, and increases control and visibility.

Contact your account executive to find out how you can get more value from your SAP Concur solutions.

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