

ANNUAL INCENTIVE ISSUE | MOTIVATION SHOW PREVIEW

FINANCIAL  
& INSURANCE  
MEETINGS READERS:  
YOUR SEPTEMBER ISSUE  
IS INSIDE

CORPORATE

SEPTEMBER 2009

# MEETINGS & INCENTIVES

A MEETINGSNET MAGAZINE

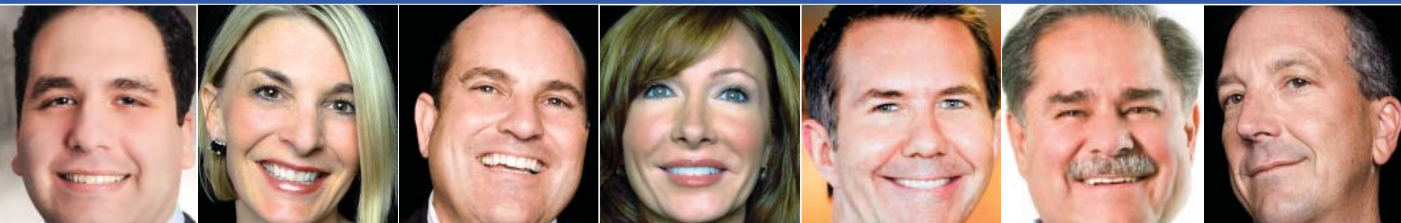
# CGMA

# THE TOP 25 MEETING & INCENTIVE COMPANIES

# 25

**INCENTIVES GO  
UNDER COVER**

**OUR HERO:  
MEET TEXAS  
ROADHOUSE'S CEO**



# CMI 25

**OUR METHODOLOGY** | Welcome to the CMI 25, *Corporate Meetings & Incentives'* annual report on the meetings industry's top North American full-service meeting and incentive companies.

The third annual CMI 25 list provides market intelligence that is unavailable elsewhere in our industry. This year, we invited 60 meeting and incentive companies to fill out our questionnaire—all the companies on last year's list plus companies that had contacted us and others that we identified as likely candidates. We require each company to provide us with information on its business volume, business focus, number of



## Our comprehensive 2009 listing of the industry's largest and most influential North American meeting and incentive companies focused on the corporate market.

**Advantage Travel & Incentives Inc.** Savage, Minn. | **American Express Business Travel** New York | **BCD Meetings & Incentives** Chicago | **BI** Edina, Minn. | **Bishop-McCann** Kansas City, Mo. | **Carlson Marketing Worldwide** Minneapolis | **Creative Group Inc.** Appleton, Wis. | **Enterprise Events Group** San Rafael, Calif. | **Excellence In Motivation** Dayton, Ohio | **Experient** Twinsburg, Ohio | **Fox Premier Meetings and Incentives** Oshkosh, Wis. | **Gavel International Inc.** Lincolnshire, Ill. | **George P. Johnson** Auburn Hills, Mich. | **Gray Consulting International Meetings & Incentives** Philadelphia | **ITA Group** West Des Moines, Iowa | **Maritz Travel Co.** Fenton, Mo. | **McVeigh Associates, Ltd.** Amityville, N.Y. | **Meeting Alliance** Robbinsville, N.J. | **Meeting Expectations Inc.** Atlanta | **Meetings & Incentives Caledonia, Wis.** | **Meridian Enterprises Corp.** Hazelwood, Mo. | **MotivAction, LLC** Minneapolis | **SDI Travel and Incentives** Chicago | **USMotivation** Atlanta | **VMS** Indianapolis

FROM LEFT TO RIGHT: **Issa Jouaneh**, American Express Business Travel; **April Mescher**, Excellence in Motivation; **Brad Langley**, Creative Group; **Tracy Cook**, Enterprise Events Group; **Dan Nilsen**, Bishop-McCann; **Jeff Kuntz**, Fox Premier Meetings and Incentives; **Hob Reichenbach**, Gavel International Corp.; **Robert Vallee**, George P. Johnson; **Michael Franks**, Meeting Alliance; **Angie Duncan**, VMS; **Deb Hill-Jablonsky**, Meridien Enterprises Corp.; **Frank McVeigh**, McVeigh Assoc.; **Claudia Wilson**, MotivAction; **Michelle McSpadden**, Bishop-McCann

employees, and other measurement data. An officer of the company is required to certify the accuracy of the information provided.

In making their decisions on the final 25, editors gave the most weight to the information that they received about a company's total number of room nights booked and total corporate meetings and incentive travel programs, but they considered all the supplied information before arriving at the final list.

The CMI 25 focuses on full-service meeting and incentive companies and does not list site-selection companies.



## MEETINGS & INCENTIVES

# GROWTH IN THE DOWNTURN

No question the economy has hit meeting management companies—and their clients—hard. But while many are struggling to remain profitable, and some even shutting their doors, Caledonia, Wis.-based **Meetings & Incentives** is adapting its business and growing its international offerings.

**Agnès Canonica, CMP, CMM**, was tapped earlier this year to serve as director of M&I's new international services division, and despite the downturn, demand is on the rise, she says. In 2008, international events represented 15 percent of M&I's business—up from 10 percent the previous year. And the company has already grown its international business by 10 percent for 2009. "We are forecasting a 15 percent annual growth rate for future years, and expect to surpass that once the economy stabilizes and incentives pick up again," adds Canonica.

In fact, demand has been so great that M&I has hired three new planners for the team, bringing the total number of full-time planners handling international services to seven. And M&I plans to continue to grow the division and open regional offices in Latin America and Europe in the next 18 to 24 months.

"It just made sense [to provide this service] for our clients," says Canonica. "We are seeing a trend toward more outsourcing of meeting services, especially in the pharmaceutical space. Companies are looking for ways to consolidate spend, and they want to work with an agency that is familiar with their expectations and can execute them both domestically and outside of U.S. borders."

When it comes to managing regulatory guidelines for pharma meetings, local agencies in other countries are not always aware of what is and isn't allowed, she notes. "We are very

familiar with the regulatory guidelines, such as spending caps on meals and restrictions on bringing spouses to meetings, and can help ensure compliance outside the U.S." In addition, the international services team provides expertise in all areas of meeting planning, from managing international travel and visa challenges to keeping cultural differences top of mind.

Although the demand for outsourced meetings management has created opportunities for M&I, Canonica notes that the past year has provided challenges as well. "The incentive side of the business has almost disappeared, and forecasting incoming business has been tremendously difficult," she says. But having the flexibility to shift with the market has been instrumental to the company's success. "We service clients that span all industries and geographic regions, which has helped us buck these tough economic times." —*Rachel Eccles*

## MEETINGS & INCENTIVES

Caledonia, Wis.

(292) 835-3553

[www.meetings-incentives.com](http://www.meetings-incentives.com)

**Founded:** 1967

**Leadership:** Jean Neider, CMP, president; Tina Madden, CPA, CFO

CORPORATE MEETINGS IN 2008:

415

INCENTIVE TRAVEL PROGRAMS IN 2008:

22

MEETING AND INCENTIVE TRAVEL PROGRAMS HELD OUTSIDE THE U.S.:

15%

ROOM NIGHTS BOOKED FOR MEETINGS AND INCENTIVES:

60,000

FULL-TIME EMPLOYEES:

89