



Meeting Planning Six Sigma Style: Six Sigma 101

For an organization to achieve a high level of success, there must be processes, metrics and people in place to deliver that efficiency. **Six Sigma** is a methodology adopted by many manufacturing companies to define processes and improve efficiencies. Adopted by major corporations like Motorola and GE, the **Six Sigma** tools have been adapted to apply to all processes within an organization as a means to identify procedures, improve efficiencies and provide standardized reporting methodologies.

Strategic Meetings Management (SMM) is an effort by our industry to provide structure to meetings and events that to date has loosely organized. The **Six Sigma** approach provides a proven methodology used by industries worldwide that can be directly applied to our industry and provide the tools to deploy a successful SMM program.

During this session, we will talk about what **Six Sigma** is, review **Six Sigma** tools that can be used to help solve common problems in the meetings and events industry, and present a process mapping exercise that provides an opportunity to use **Six Sigma** tools to plan a meeting.

Learner Outcomes

- Understanding of **Six Sigma** and its impact on SMM
- Exposure to common **Six Sigma** tools used to solve problems (SIPOC, DMAIC, VOC)
- Review Process Mapping and its application to meeting management
- Understand how to apply **Six Sigma** methodologies to meetings and events
- Learn specific metrics to define, measure and report success

Additional Workshop Topics

- Meeting Planning Six Sigma Style: **LEAN** 101
- Meeting Planning Six Sigma Style: **LEAN** Six Sigma
- Using Business Intelligence To Manage Meetings Strategically

Presenter

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