

MEETINGS AT IKEA

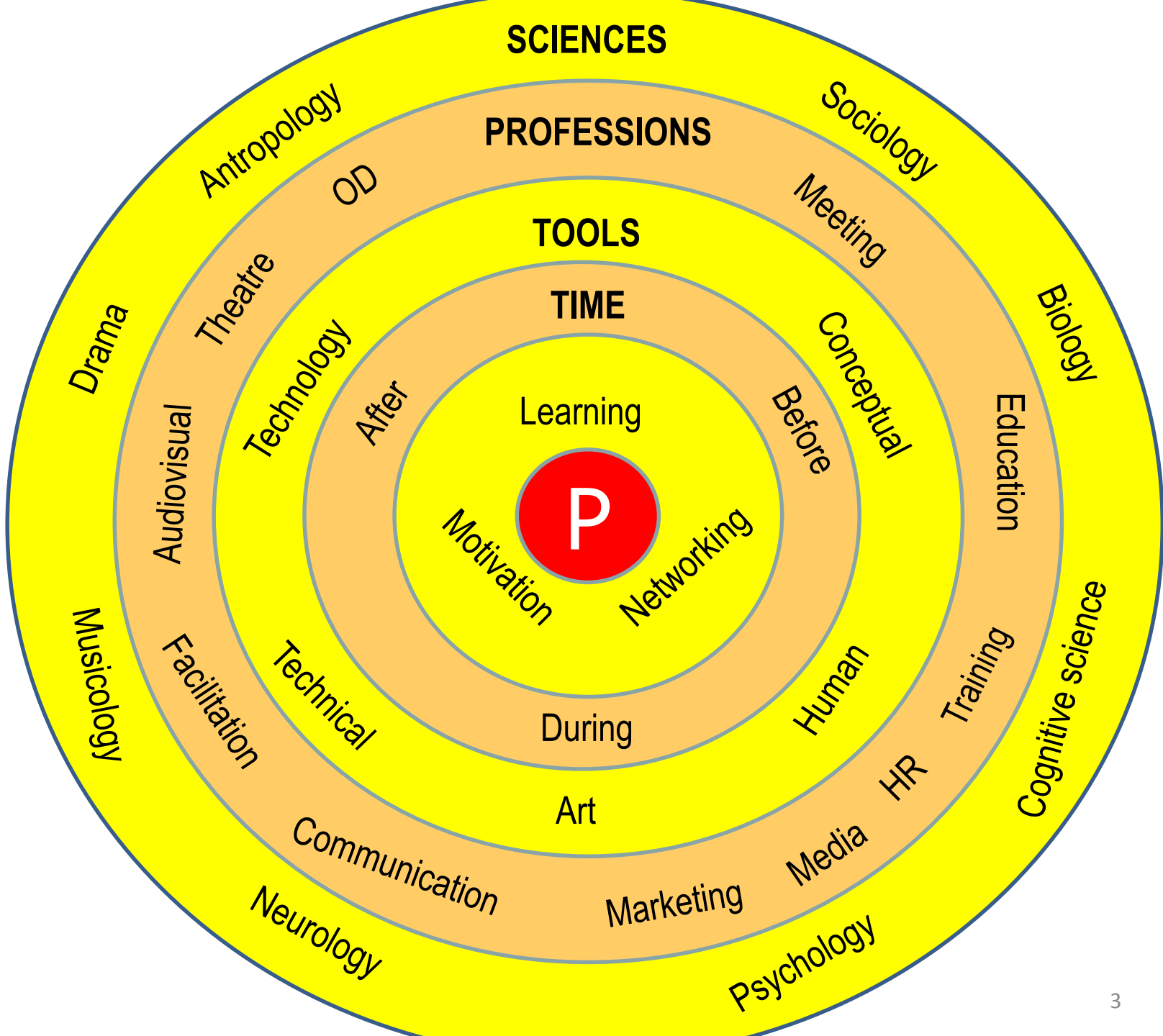


TRAVEL MANAGEMENT

"Är du en serviceminded ekonom med specialkunskaper om IT, säkerhet, administration, miljö, statistik, kommunikation, personalfrågor och avtalsförhandlingar?"

Då kan du bli en bra Travel Manager."

(Emma Gustafsson, Tidningen Affärsresenären)





HISTORY OF MEETINGS AT IKEA



FROM TRAVEL TO MEETINGS



VIRTUAL MEETINGS



Älmhult in February.

Need we say more? Go for a web meeting!

MEETING
THE IKEA WAY



Rather not travel?

There's another option - Web meeting!



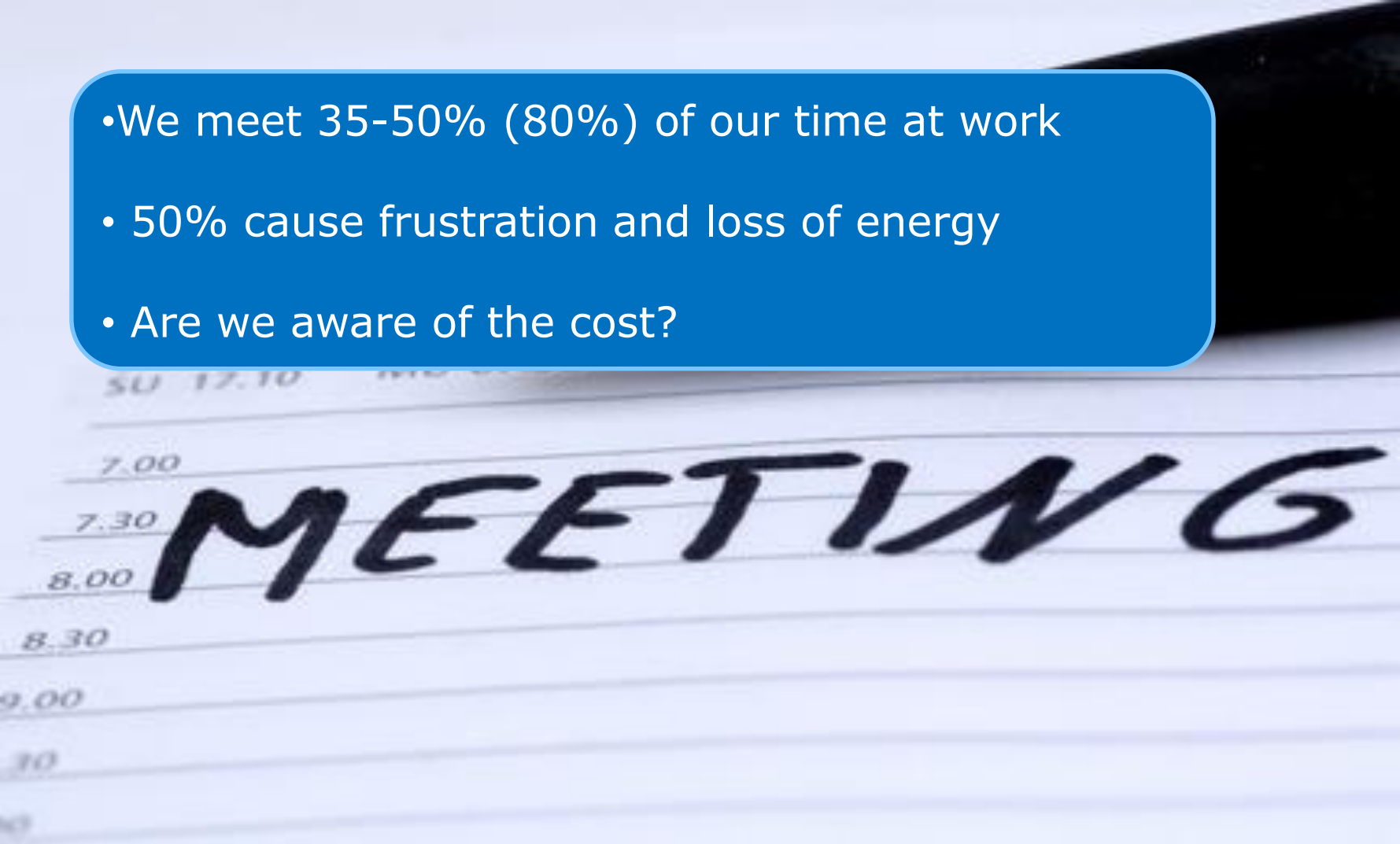
MEETING CULTURE DAY 2010

- Are the IKEA culture and values present in our meetings?
- 250 coworkers invited
- Collaboration HR, Corporate Communication, Office Support and Meeting & Travel
- 3 hours of meeting inspiration, knowledge and food for thought
- Survey to map and follow up



REALITY CHECK

- We meet 35-50% (80%) of our time at work
- 50% cause frustration and loss of energy
- Are we aware of the cost?



MEETING

BEFORE DURING & AFTER

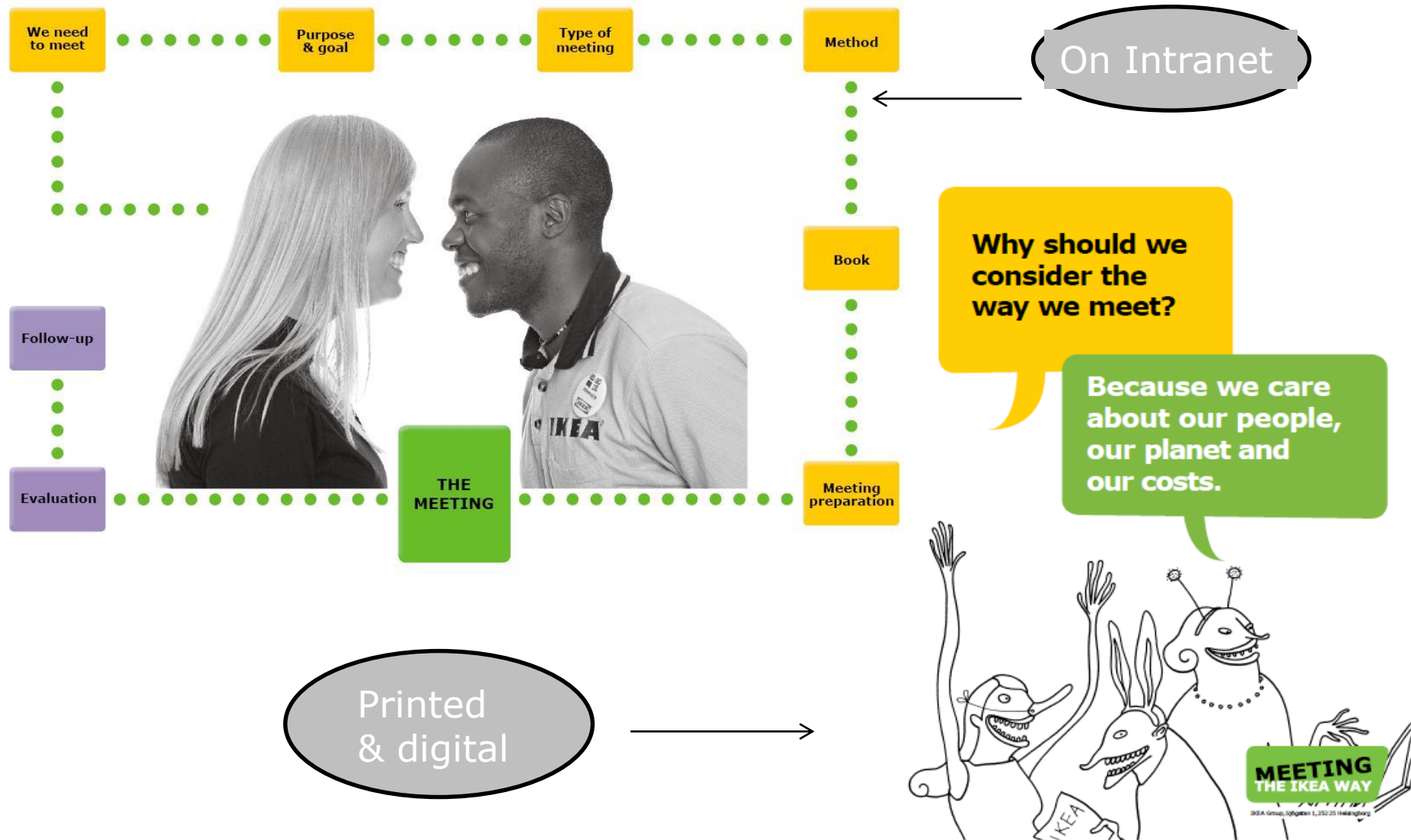
– IT IS A PROCESS

Before

During

After

INTERACTIVE MEETING PLANNING GUIDE





MEETING CULTURE TOOLKIT

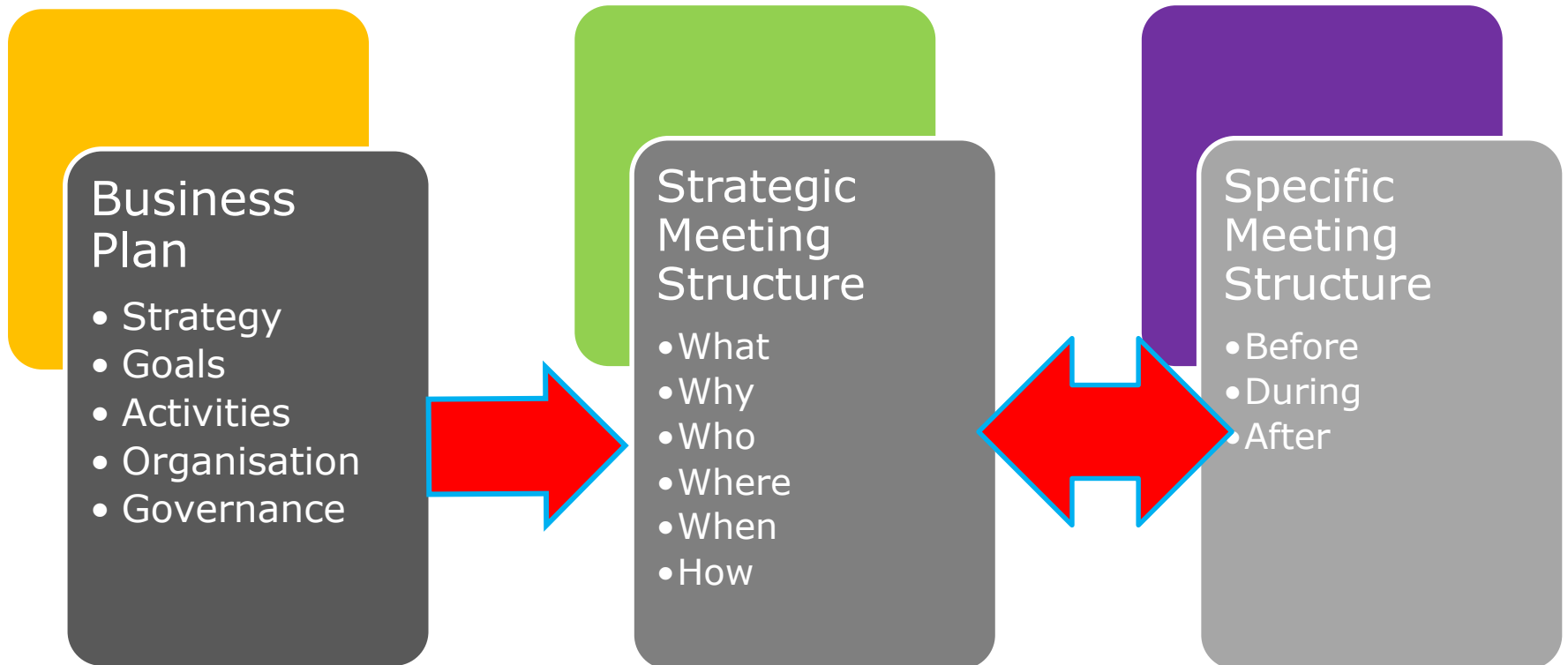
Existing:

- Interactive meeting guide
- Meeting Culture workshop
- Lead Through Meetings

To be developed:

- Connection between meeting culture and strategic meeting planning

CONNECTING MEETINGS WITH BUSINESS AND LEADERSHIP



IT'S ALL ABOUT LEADERSHIP...





LARGE MEETINGS AT IKEA





WHAT IS A LARGE MEETING?

50+

A Summit, Get Together, Forum, Days,
Gathering, Business focus week..

Simple or complex, short or long,
internal or external venue..





PURPOSE & GOAL LMST

PURPOSE

- **To offer** a standardised meeting service solution contributing to the management, operational support and output of large meetings at IKEA.

GOAL

- **To support** the administration and communication before, during and after the large meeting by providing support with a tool and services.
- **To enable and mandate** measurement of both ROO and cost, increasing transparency on all levels.



BACK GROUND

- IKEA has 700-800 large meetings every fiscal year.
- No common standard for the management of large meetings.
- No common tool for attendee management, administration, interaction and follow up of large meetings.
- No designated meeting planners/administrators (except in Sweden).

SCOPE

What does the tool & service support with?

TOOL

SERVICE

- | | |
|------------------|------------------------|
| • Registration | • Venue sourcing |
| • Interaction | • Project Leader |
| • Administration | • Transport |
| • Budget | • Food & Beverage |
| • Surveys | • Technology |
| • Invitations | • Safety & Security |
| • Communication | • Sustainability |
| • Reporting | • Meeting Design |
| • Planning | • Presentations |
| • Follow up | • On site support |
| | • Follow up & analysis |





IKEA MEETING TOOL

Login to your meeting tool

Username:

Password:

Login

Request a login

If you would like a login to the IKEA Meeting Tool, please click on New user request and fill in your information.

- › [Forgotten your login or password?](#)
- › [New user request](#)



Meeting Guidelines

Here you find a set of guidelines to support you when planning, running and following-up on a meeting.

- › [Budget & Cost Follow up](#)
- › [Meeting Design & Facilitation](#)
- › [Safety & Security](#)
- › [Sustainability](#)
- › [Roles](#)



Help with planning your meeting?

Support

Do you need support with finding the right venue, food and beverage, meeting design, administration or anything else connected to your meeting.

- › [Submit a meeting request](#)

Contact details and information on prices

Go to [Large Meetings at IKEA Inside](#). At the bottom of the page you find documents with contact details of your local service provider, your Meeting & Travel coordinator and the price list, in local currency.



Get support and training

etouches have a highly skilled team of professionals to help you with your questions about the tool.

- › [IKEA etouches user guide](#)
- › [IKEA TapCrowd meeting app guide](#)
- › [Sign up for online training](#)
- › [Access the online support portal](#)
- › [Call +44 845 077 2803](#)
- › [Email \[support@etouches.com\]\(mailto:support@etouches.com\)](#)
- › [Access online training materials](#)
- › [Arrange an onsite training workshop](#)

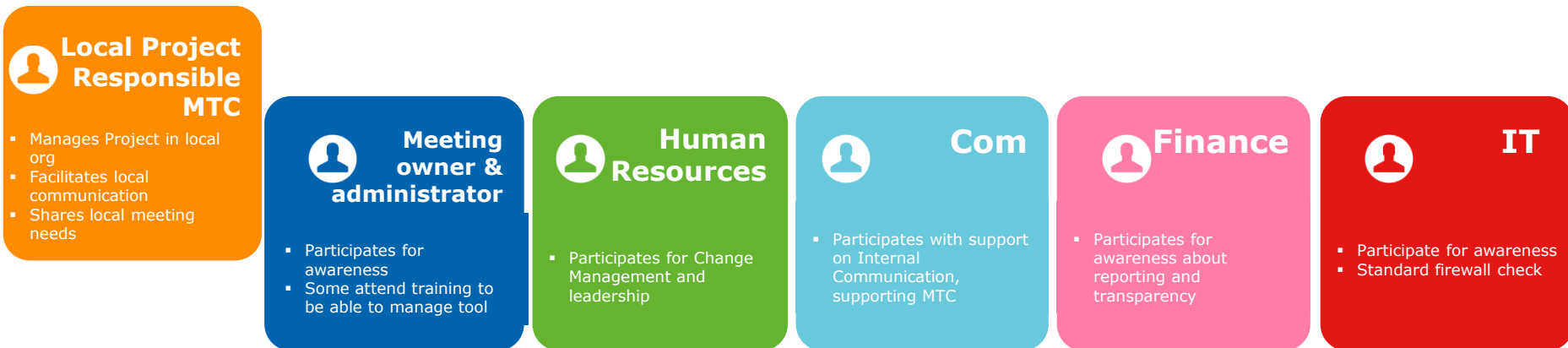
GUIDELINES

We work with guidelines in order to achieve a common standard for meetings, aiming for cost-savings, optimization of resources and a qualitative meeting experience.

- Budget & Cost Follow up
- Meeting Design & Facilitation
- Safety & Security
- Sustainability
- Roles

STAKEHOLDERS

- Local Meeting & Travel Manager responsible for local anchoring
- Different target groups need different approach
- Five key stakeholders identified as users and change agents
- Levels of awareness differ
- Not all groups will be users of the IKEA Meeting Tool



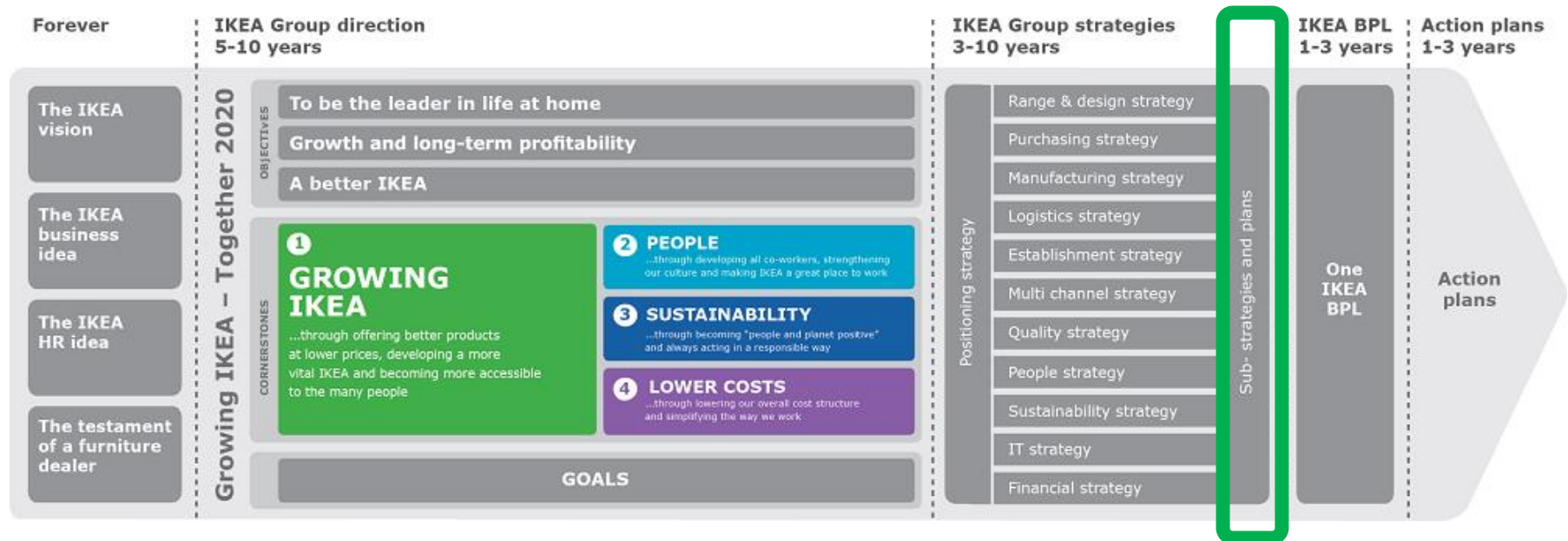
**To create a better everyday
life for the many people**



September 2012

Growing INEA – Together 2020 23

HOW WE LEAD – THE STRATEGIC LANDSCAPE



PEOPLE STRATEGY 2020

The IKEA Group People Strategy 2020



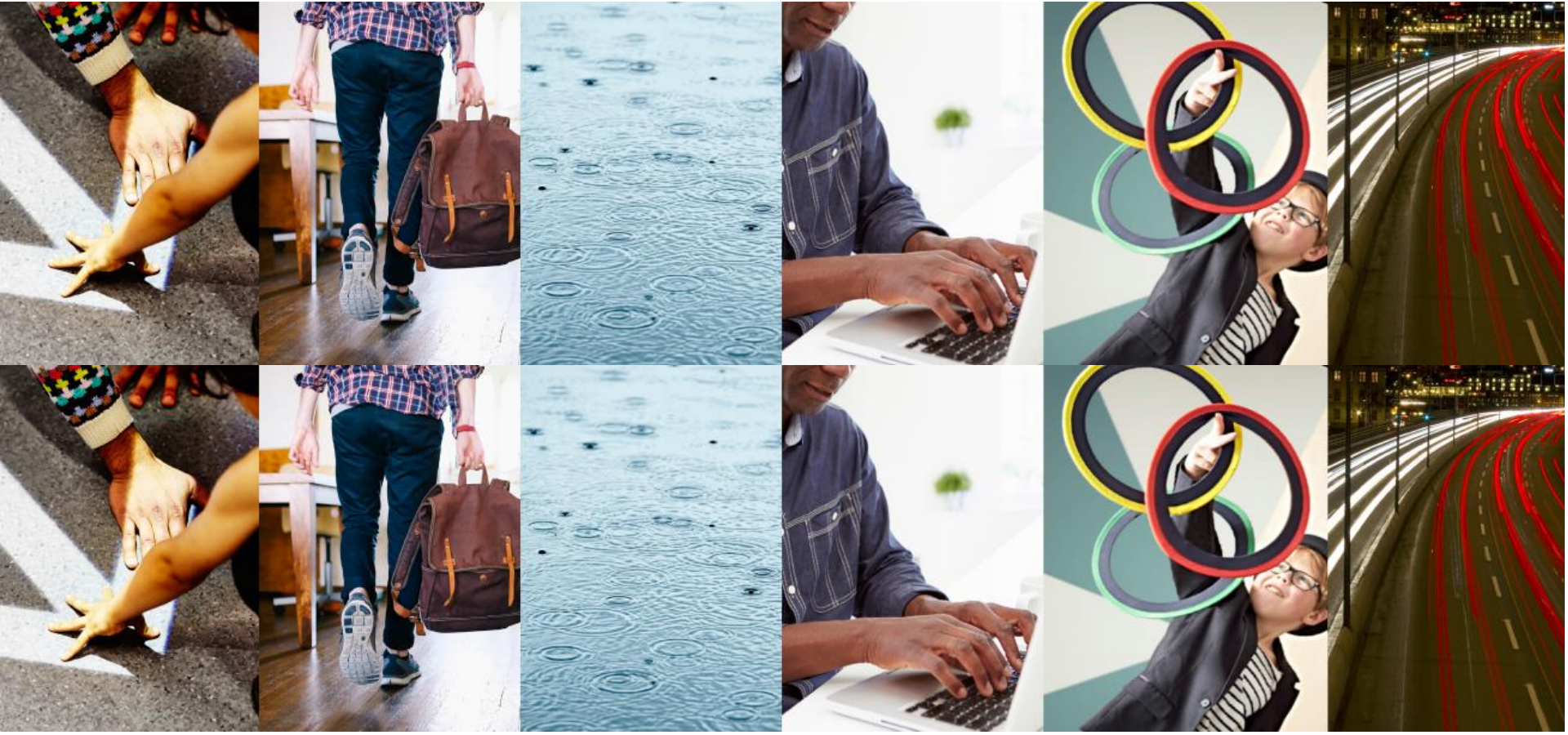
IKEA GROUP MEETING & TRAVEL STRATEGY 2020





WHERE ARE WE NOW

- Global support and management of meetings and travel since 2008
- Meeting culture and virtual meetings
- Large meetings
- Travel services, travel risk management and travel administration



THE WORLD AROUND US

- Health, safety and security
- Environmental concerns
- Market price increase
- Technology
- Workplace

WHERE WE ARE IN 2020

- Modern and humanistic **workplace** defined by three areas; the way we work together, the working conditions we provide and the working environment.
- To meet and travel the IKEA way still means living our **values**.
- Our business planning, organisational structure and decision-making supplemented with a common approach to **meeting and travel planning**. (*Strategic, tactical and specific*)

WHERE WE ARE WE IN 2020

- Ownership and responsibility for our workplace approach and a good meeting culture as an integrated part of our **leadership**.
- **Physical** and **virtual meetings** are fully integrated wherever we are. Our communication skills and natural behaviour in working virtually have made virtual meetings the preferred way to meet and collaborate.
- **Sustainability (including social responsibility)** is at the heart of our meetings and travel. We use more virtual meetings, avoid travel when possible, and otherwise choose sustainable ways of transportation and accommodation.

WHERE WE ARE WE IN 2020

- Standard requirements for our **carbon footprint** on large meetings and all forms of transport contributing to the fulfillment of our resource and energy independence goals
- The **health, safety and security of our co-workers** is fully supported by a better meeting culture. Guidelines, services and tools covering preventive travel health and risk information, traveller tracking, emergency response and meeting venue protection.

WHERE WE ARE WE IN 2020

- User-friendly, integrated and more efficient workflow for **personal meeting and travel administration**.
- Together with our leaders on all levels we use improved reporting to **steer and follow-up** the impact of a growing IKEA on our meeting and travel pattern.



HOW WE WILL GET THERE

TWO KEY FOCUS AREAS:

- 1. STRATEGIC MEETING PLANNING**
- 2. OPERATIONAL EFFICIENCY & QUALITY**



OPERATIONAL EFFICIENCY & QUALITY

Focus on **before, during and after** the specific meeting and travel, based on the needs of our growing and diverse workforce

Develop co-worker skills in both virtual and physical meetings and in choosing the right travel solutions

Continue to simplify and improve services and tools

Enable a seamless workflow with more self-service and integrated solutions



OUR SUCCESS FACTORS

- **Leadership**
- **Collaboration**
- **Communication and training**
- **Performance management**

MEASURABLE GOALS

Efficiency and quality

- A yearly meeting and travel survey score with a year- on- year improvement in favourable answers for efficiency and quality

Health, safety and security

- A yearly survey score with a year- on- year improvement in favourable answers for health, safety and security.

Sustainability

- The yearly growth in the number of virtual meetings exceed the yearly growth in the number of trips by FY18 (*Annual CO2 footprint and goals for key travel categories to be fully measured from FY16*)

Lower cost

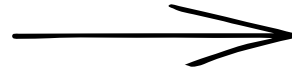
- The travel cost in 2020 is 0.35% of the yearly turnover

IKEA Meeting & Travel

Value chain and scope

Manage demand

Co-workers & leaders

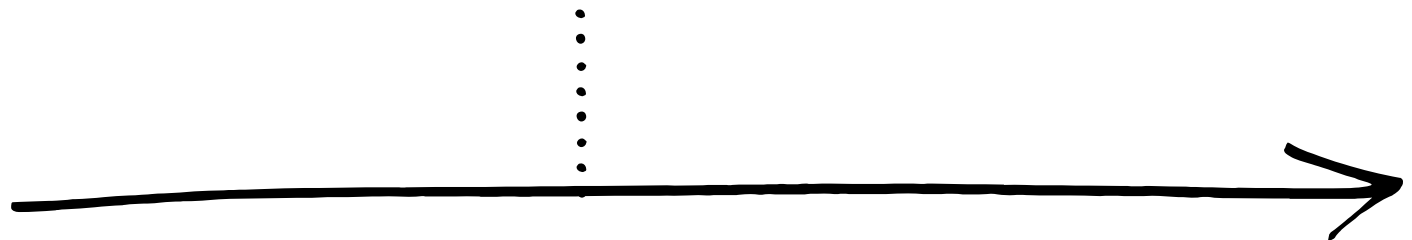


Manage supply



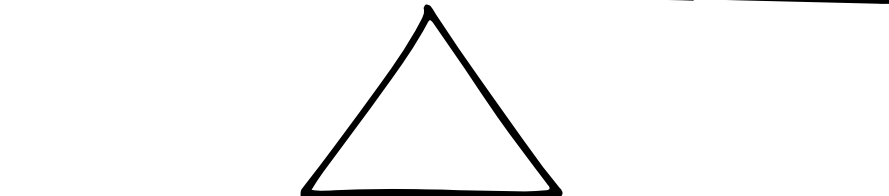
**Steer
Evaluate
Performance
& Report**

**Training
Communication
Information**



Support

Challenge





STRATEGIC MEETING PLANNING

Support and challenge all global functions in their strategic long term planning of small and large meetings, travel, workplaces and collaboration.

**INDUSTRY, RANGE & SUPPLY,
RETAIL, GROUP FUNCTIONS & CENTRES**



STRATEGIC MEETING PLANNING

Meeting hubs will be established to empower selected locations and facilities where we work and meet, focusing on higher productivity, health and safety and lower cost.

- **Primary IKEA meeting hubs**
- **Secondary IKEA meeting hubs**
- **External work locations**

MEETING PRICE TAG

IKEA Communications
Production House

KICK-OFF


Mind boosting material

- ▶ Information and inspiration from global IKEA to individual level.
- ▶ Time to learn about the business focus for FY14-16.
- ▶ Including possibilities to ask questions and chat with your colleagues.

This combination:

People time	540 000
Food and drinks	60 000
Guest speaker	32 500
Give away	8 500

641 000


Design and Quality
Jönköping, Sweden

SELF-SERVE AREA

201.309.01

Rack	Section
9	1



7 TAKE-AWAYS

- Strategic & simple approach
- Secure goals & follow-up
- Solid business case
- Segmented target groups
- Stakeholder collaboration
- Supplier partnership
- Structured communication

**THANK
YOU!**

