

# Superior Service at Annual Meeting Grows Attendance, Saves Money for GBA

*"With over 30 years experience exceeding the expectations of clients, they bring a knowledge base to GBA that is invaluable."*

Susie McGehee  
Training and Development Manager Georgia Bankers Association

## The Results

The GBA has been thrilled with the results of their relationship with Monumental Meetings. They feel like they have partnered with a company that embraces their philosophy and commitment to customer service. Moreover, GBA has measured real gains from working with Monumental Meetings:

- **Increased Attendance**

In the last three years, attendance at their annual meeting has grown from 350 attendees to 600; an increase of 70%!

- **Value-Added Benefits**

By using Monumental Meetings to negotiate their hotel contracts, GBA is able to obtain concessions and upgrades from the hotels they could not obtain on their own.

- **Six Figure Overhead Savings**

Monumental Meetings supports in-house meeting planners by allowing them to economically expand their event team as needed. According to Meeting Planners International, the average salary of a meeting planner is \$60K. Using three Monumental Meeting professionals at this key meeting saves the GBA over \$180,000 in annual payroll alone.

## The Challenge

As the premier financial networking organization in the state, the Georgia Bankers Association (GBA) is one of the largest and most esteemed resources for banking leadership in the country. They provide accessibility to a wealth of industry resources, education, leadership knowledge and networking for Georgia banking executives.

The GBA's educational and training programs culminate with their annual convention and meeting. With their reputation on the line, they turned to Monumental Meetings to assure that their meetings were executed smoothly and met the high standards of their executive members.

## Monumental Meetings Difference

Monumental Meetings has been working with the GBA for over 7 years. They act on a consultant basis with the GBA to develop the meeting schedule and then quickly get to work negotiating the best contract with hotels. The staff handles complete onsite management of the program—audiovisual, logistics, food and beverage, deliverables, and optional tours. "They make recommendations constantly . . . it comes from their expertise," shared McGehee. "Monumental Meetings as a whole is very customer-service oriented. I don't know what more I could say!"

While their knowledge is critical in planning an exciting, educational meeting, it is their execution that sets them apart from their competitors. "When they come and do a meeting they are part of GBA. The bankers just love them," said McGehee. High levels of customer service, attention to detail and a strong desire to deliver the very best experience for the attendees makes Monumental Meetings the vendor of choice for GBA.



**MONUMENTAL  
MEETINGS**

1000 Parkwood Circle | Suite 550 | Atlanta, GA 30339  
www.monumentalmeetings.com | 800.506.1259