

OPINION "Every day we endure far too many unnecessary meetings that are poorly prepared and badly organised", writes Johan Fägerblad, managing director of Svenska Möten.



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Historically Sweden has a deeply rooted meetings culture, and the meetings industry is an important part of the economy. The information society is increasing the need for personal meetings – but meetings are also what companies waste most time on. Every day we endure far too many unnecessary meetings that are poorly prepared and badly organised. The consequence is high costs in the form of time, and in many instances also travel, food and accommodation.

25 percent of a company's resources go on meetings, yet the quality of these meetings is not checked and followed up to the same degree. There is a growing need for meetings, but is quality improving to the same extent in the meetings culture? We devote many hours to sitting in meetings – meetings that have perhaps been pointless from the word go.

All big companies focus on saving money and outsourcing noncore aspects of business, but meetings seem to be a forgotten component.

Meetings should be efficient, instructive, result-related, quantifiable and pleasant – they should not impede productivity and counteract creativity as they often do at present. Meeting techniques can be developed if meetings are better designed and managed. Choosing the meeting method, using different meeting models, adding suitable activities and not least remembering the all-important evaluation are important for conference facilities and conference buyers, and maybe above all for company management.

'Meetings often inefficient and unnecessary'

Written by Johan Fägerblad

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Meetings give their organisers the opportunity to consolidate their role as a real meetings partner and not just offer the premises, as often happens nowadays.

Travel, car rental and telephony are all examples of components it is advantageous to buy in. However, meetings management remains something that is often forgotten or not taken seriously, and it represents a major opportunity for coordination and outsourcing.

In 2009 the meetings industry in Sweden, including the hotel and restaurant industries, employed 144,000 people, according to the Swedish Hotel and Restaurant Association (SHR). Together with the visitor industry it is one of the biggest employers, and it is thus strategically important to the country's growth. The desire to meet is driving Swedish industry forwards, and more efficient meetings will help facilitate this progress. Good meetings lead to better profitability and development.

Johan Fägerblad

Managing director Svenska Möten

[Svenska Möten](#) *has more than 100 meeting venues around Sweden.*