



Special thanks Nick Romano for providing this Affordable Meetings® Mid-America Tip Sheet. To learn more, attend his presentation at HSMAI's Affordable Meetings® in Chicago, IL on Wednesday, April 14th from 11:00a.m. to 12:15p.m.



The True Cost of Technology

Considerations for Purchasing Meetings Management Software

Ready to purchase meetings management software?

The cost of technology can go far beyond the cost of the actual license. In addition to the cost of the software there are many other expenses to consider when evaluating one technology versus another and one provider versus another. Below is an overview of some of the items to consider during the sales process. We have broken them down by Hard and Soft costs as well as highlighted the Obvious and Not-so-obvious items within each category.

Attend the “True Cost of Technology” session for detailed information on each and questions to ask as you evaluate various technology providers in order to choose the best one for your needs.

Hard Costs

- 1. Obvious Hard Costs**
 - a. Delivery method**
 - b. Purchase price structure**
- 2. Not-So-Obvious Hard Costs**
 - a. Support**
 - b. Training**
 - c. Account Management**
 - d. Additional Fees**
 - e. Contract Provisions**

Soft Costs

- 1. Obvious Soft Costs**
 - a. People**
 - b. Support and Training**
- 2. Not-So-Obvious**
 - a. Enhancements**
 - b. System Up Time and Responsiveness**
 - c. Emergencies**