



**Here are a few of the strategies to reduce budget submitted:**

- *Decrease the number of attendees at a function from the same company.*
- *Walk some Trade Fairs rather than feature an expensive booth*
- *Find a reasonably priced hotel close to the host hotel*
- *Look into your budget and separate your programs into four columns namely: "Must Do", "Should Do", "May Do" and "Maybe Next Year".*
- *Eliminate some trade shows, focusing on high traffic Trade Fairs and upcoming business opportunities. Schedule pre-arranged meetings with suppliers.*
- *More teleconferences.*
- *Webinars versus in person presentations to branch offices.*
- *Book travel at least two weeks in advance to get the best rate.*
- *Use a vendor to secure less expensive hotel rooms.*
- *Travel together in a company car to ensure less expense.*
- *Use corporate UPS or Fed Ex account to ship booth and trade show supplies. One company was able to cut shipping and material handling charges by 75%. Cut down on the weight and size of the tradeshow booth - Our current booth is made up of screen printed fabric panels and accorded aluminum tubing. It collapses down in seconds and goes in a container along with two vertical banners that can be shipped via a FedEx or UPS or can even be checked as luggage. Hand carry pop up banners instead of having my displayed shipped and setup for me.*
- *Eliminate or reduce giveaway items at trade fairs. Eliminated tradeshow hand outs.*
- *When attending and exhibiting at business opportunity fairs, engage procurement sourcing professionals and other executives from located in the same city as the business fair. This cuts down on our travel costs as well as helps us get a variety of procurement commodities represented at the fairs and assists us in gaining visibility for our program. **Editor's note: MAKE SURE THEY ARE PREPARED AND CAN PROVIDE INFORMATION OTHER THAN THE SUPPLIER DIVERSITY CONTACT INFORMATION.***
- *Establish supplier diversity department as a cost center by cross charging supplier diversity department services. Editor's note: LOVED THIS ONE!*
- *I reduced one level on all sponsorships.*
- *We are doing in house Category specific forums for our core goods/services. We invite the vendors to the forum that we feel have met the initial requirements for what we have opportunities for.*

## Budget Query Report - 2008

The following are the submitted suggestions to help build the importance of Supplier Diversity within the organization - ultimately achieving a budget and support to build the culture:

- *Evaluate the “contractual requirements” across the organization for Supplier Diversity for both federal and commercial work. Contractual is a driver and depending upon the clauses in the contract as to whether there will be liquidated damages if a firm does not meet its goals. What is the Client’s requirement? If there is a large percentage of requirements among the existing contracts, that is a driver to get attention.*
- *What are the evaluation points for supplier diversity plans for a project? Will the supplier diversity affect the overall proposal evaluation?*
- *Track business that came about because of supplier diversity. Johnson Controls tracked over \$183M of contracts (2008) and \$6B (last ten years) that resulted from their supplier diversity program.*
- *Look at who the internal customers are. Look at marketing supplier diversity support to a higher level; business development, proposals, strategic planning for partners for proposals. This has more impact to the bottom line. They need to focus on what is going to gain the company credibility and points as part of an element of winning work and sustaining customer satisfaction. As they begin to fit into the bigger picture, it becomes more important to the company. They need to be prepared to provide the expertise in Supplier Diversity and the capability to make presentations to project management and senior management. Again, it’s getting the point to them where it counts as a critical element in winning work...customer satisfaction...customer/contractual requirement and regulatory requirements.*
- *Business case - Competitive Advantage; need to review and update the business case for diversity, and demonstrate positive revenue/profit impact for supplier diversity. This should include (where applicable) supporting corporate customer’s requests for supplier diversity and 2nd tier reporting, address the changing demographics, economic reciprocity, and support business development.*
- *Corporate Public Relations Support - internal and external communication plan is required to communicate supplier diversity focus and successes, helping to further engage the organization by having supplier diversity be part of the organization’s culture.*
- *Supplier Diversity Strategy - If no long range plan exists, develop one. Assess where your company is in terms of supplier diversity progress, and have short term and long term objectives/commitments.*
- *Senior Level Support - Ensure that senior management understands and supports the business case for supplier diversity, with regular communications out from the Executive Office.*

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