

Case Study

Hurricane Damage Threatens Cancellation: Experient Relocates Event in Days

About Experient

Experient is the source for integrated meeting and event solutions. Experient is recognized as the industry leader in providing full-service, customized registration, housing, event management and lead retrieval services. With a vision to perfect the event experience and a mission to help bring people together to drive business, this year Experient will create memorable event experiences at more than 3,300 events attended by more than 2.8 million people who will occupy more than 5.5 million room nights.

Background

The client is a global leader for Internet infrastructure services. They have been an Experient client since 2004 and rely on Experient for full planning and registration services for their annual client retreat for about 90 top clients and senior executives.

Challenge

The client's 2008 Retreat, a 6 day/5 night program, was scheduled to take place at the Four Seasons Nevis, West Indies. Informational sessions and speakers and typical incentive activities such as spa treatments, water activities, shopping trips and an Americas' Cup-type regatta were all scheduled for the Retreat. The event was scheduled for the week prior to Thanksgiving. Only a month before the Retreat, officials at Four Seasons Nevis informed the Experient Strategic Account Manager that all events at the hotel were cancelled due to extensive damage from Hurricane Omar. Although the hotel would invoke the Force Majeure clause to avoid client penalties, cancellation of the Retreat would cost the company hundreds of thousands of dollars in wasted vendor costs.

Solution

The Experient team members dedicated to the event went into immediate action to research other locations for the Retreat. Using Experient's significant buying power and leverage, the team successfully suspended the airline ticketing, credential production and special events for the Retreat and began an immediate search for a new event venue.

Results

Only four days after being informed of the need to change venues, the Experient team had a new contract signed between the Ritz-Carlton Key Biscayne, Florida, and the client for the Retreat. Experient negotiated zero reissue fees for those who had booked their travel and reissued tickets for these attendees to the new location. The Experient Event Manager reworked and relocated all logistical plans, décor, production and activities to the new location. Each portion of the event was successfully launched in the new venue, to the satisfaction of the client and attendees.

"Hurricane Omar nearly ruined a key relationship-building event for our company. Fortunately, we were working with real pros at Experient, who were able to completely re-set our event in just a few days. We were amazed, as were our customers!"

Client, SVP, Chief Marketing Officer



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