

Case Study

Experient Saves Client Millions Just by Putting Proper F&B Controls in Place

About Experient

Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshows around the world.

Background

Food and Beverage (F&B) expenses typically account for 40% of conference budgets.

Challenge

A Fortune 50 IT service company asked Experient for help with conference logistics and F&B organization at a two-week long software training event in Las Vegas for 20,000 attendees. In previous years the company had problems controlling F&B costs and asked Experient to help them manage this function more efficiently and inexpensively.

Solution

Experient worked with the client to provide low cost alternatives for attendees, boxed breakfasts or lunches that require less staff to distribute and allow the attendees to return to their work rooms, cutting down on the space needed for meal presentation. Meal rooms required badges to enter, security was enhanced at the meal locations and hours were limited to avoid unauthorized consumption. Experient staff also implemented cost savings measures like serving bottled water in less expensive, refillable, custom bottles and pre-packaged food was eliminated to reduce the temptation for attendees to take more than a meal's worth for later consumption. A detailed tracking and daily budgeting system was also developed to help evaluate F&B costs on a daily basis.

Results

The controls and monitoring Experient implemented saved the client more than \$2 million on F&B. The tracking also enabled the client to adjust some meal services and locations when attendance was less than anticipated and limited F&B attrition charges to thousands of dollars, instead of millions of dollars.



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