

# Case Study

## Experient Space Management and Attendee Credentialing Solution Enables MDRT Efficient Registration Process

### 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

The Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals, is an international, independent association of more than 31,500 members of the world's life insurance and financial services professionals from 464 companies in more than 80 nations and territories. MDRT membership is recognized internationally as the standard of sales excellence in the life insurance and financial services business.

Each year, MDRT hosts an annual meeting for the world's top financial services professionals. The meeting held in Vancouver, British Columbia, Canada, hosted nearly 6,000 attendees, 69% of which were international.

### Challenge

MDRT's onsite registration area consisted of staffed computer stations where pre-registered attendees as well as those wishing to register could report to receive their conference packets and entrance badges. For its international attendees, MDRT set up specialized counters broken down by country. It was difficult and time consuming for MDRT personnel to find the correct pre-assembled packets and badges due to lengthy names and/or misspellings.

### Solution

The Experient onsite team worked with MDRT to recreate the registration area with 14 stations equipped with Scan-N-Go technology, a mobile cellular barcode scanning system, where attendees were able to print out their own badges.

### Results

The implementation of Experient's pre-registration area with Scan-N-Go technology was a big success for MDRT's meeting. It resulted in shorter lines and less wait time, enabling attendees to obtain their conference packets and badges quickly and efficiently. And, since the confirmations had barcodes that attendees could scan to print their badges themselves, there was no need for interaction with MDRT personnel, relinquishing any language barriers for international attendees.

MDRT's registration process normally would take an average of two to three minutes per attendee. With Experient Scan-N-Go technology, only 20 to 30 seconds is spent per attendee. This allowed for a smoother, faster and more precise registration process overall, and kept both personnel and attendees happy.

*"At our most recent Annual Meeting in Vancouver this past June, our Experient team suggested a new on-site registration process that was quite a divergence from our normal operation. While we were somewhat hesitant to make a change, we were reassured that the new procedure would be more user friendly and efficient than our current process. We were not disappointed! The updated process turned out to be a big hit with our attendees and exceeded our expectations in every respect. Experient has proven to be a true and trusted partner in every sense of the word helping to guarantee the success of our housing and registration process as well as making our meeting a more enjoyable experience for all attendees."*



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