

Case Study

Breadth of Experient Client Base Gives MGMA Leverage to Reduce Attrition Fees by Half

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 Medical Group Management Association (MGMA) is the nation's premier membership association for professional administrators and leaders of medical group practices, and serves over 22,000 members who lead and manage more than 13,000 organizations in which nearly 275,000 physicians practice.

Each year, MGMA holds an Academic Practice Management (APA) Conference for three days in April.

Challenge

With the economic decline running its course, this year's attendance was dropping significantly less than levels of prior years. As their room block pickup peaked, MGMA realized they were 45% below last year's numbers, setting them up for attrition charges of \$100,000.

Solution

The Experient account representative for MGMA immediately began working with the hotel on how to reduce MGMA's liability. Taking a unique approach, he utilized Experient's sales database and worked with his colleagues to identify other opportunities with Experient clientele holding future events in this area that could possibly book at this property. One client in particular was indentified who had recently had negotiations with this property but was considering choosing another. The two Experient representatives began working together with hotel management to find a favorable solution for both clients.

It was agreed that if another Experient client's event of greater or equal value could be booked at this property within a certain window of time, the hotel would work to reduce MGMA's attrition liability.

Results

Experient was able to work together with the hotel management to book another client's event at this property, leaving MGMA with only half of their initial attrition liability—a savings of \$50,000.

Because of a great relationship, an eagerness to help offset MGMA's liability, and the ability to strategically work together, what could have been devastating to MGMA turned out to be a win-win-win situation. Experient brought additional business to the hotel, the hotel was able to significantly reduce MGMA's attrition, and the new booking worked out in the other client's favor—who, along with MGMA, experienced firsthand the collaborative benefits of being an Experient client.



Visit: www.experient-inc.com

E-mail: bsc1@experient-inc.com

Phone: 866.516.1460