

Case Study

Negotiating Single AV Supplier for Multi-Site Program Enables Telecommunications Company Consistency and Cost Savings of More Than \$217,000

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

A leading worldwide provider of IP-based communications services provides training and educational programs for all senior-level managers, directors and executives. The company runs a series of 22 training programs in five cities, each with an approximate attendance of 360 attendees.

Challenge

A General Session with full audio visual (AV) and up to seven breakouts were needed for each program. Using a different in-house AV provider for each venue was very costly. Use of these providers, as well as sourcing new ones, in each of the five locations also raised concern about consistency of the experience across the programs.

Solution

Experient decided to go for a one-vendor blanket strategy and presented the client with RFPs from companies whose capabilities matched their requirements. By doing this, the client was able to utilize the same team of AV professionals in all of the programs—which simplifies logistics, ensures a consistent, high quality AV learning experience and saves the client money.

Results

By using one trusted partner with one program-wide AV contract, Experient was able to negotiate a substantial discount on equipment as well as obtain additional discounts, which saved the client more than \$217,000. In addition, having one vendor with the same support team at each event allowed the client the consistency across the entire series of training events for which they were striving.



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