

Case Study

Experient Helps NAMS Reduce Attrition Through Registration Incentives and Renegotiating

Background

The North American Menopause Society (NAMS) is North America's leading nonprofit organization dedicated to promoting the health and quality of life of women through an understanding of menopause. Its multidisciplinary membership of 2,000 leaders in the field includes clinical and basic science experts from medicine, nursing, sociology, psychology, nutrition, anthropology, epidemiology, pharmacy and education.

NAMS holds an annual scientific meeting that ranks as one of the top educational events in women's health. The 2009 meeting, held September 30 – October 3 in San Diego, marked their 20-year anniversary and attracted more than 1,000 attendees from around the world.

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 3,000 events attended by more than 2.8 million people who will occupy more than 4.4 million room nights.

Challenge

Knowing that housing rates would be a key factor for NAMS attendees, Experient staff negotiated a reduced hotel rate that would better fit the current lagging economy. However, after cross-checking many Internet travel companies' website offerings, it was discovered that those rates were lower than the renegotiated NAMS conference rate. Furthermore, it was realized that even the hotel itself was offering rooms at a lower rate than what NAMS attendees would have to pay.

Solution

The Experient staff immediately worked with NAMS to put a strategic action plan into place. They designed a \$150 registration discount for those attendees staying within the block, and worked with hotel leadership to reduce the room rate to that of the hotel and Internet offerings. They also negotiated to reduce the room pickup requirement from 80% to 50%.

Results

By working with NAMS to install a registration incentive program, reducing and managing the block and negotiating with the hotel to maintain rate integrity, the Experient team was able to help NAMS accomplish the following:

- 1) Total rooms reserved ended up exceeding the total rooms blocked.
- 2) Over 91% of all registrants stayed inside the hotel block and received the registration discount, helping to eliminate any chance of attrition charges.
- 3) Thanks to the suggestions offered by Experient, NAMS is keeping the registration discount in place for all upcoming meetings, thereby reducing the threat of attrition in the future.



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