

Case Study

Experient Helps NAMS Reduce Attrition Through Registration Incentives and Renegotiating

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 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.

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.



Visit: www.experient-inc.com
E-mail: bsc2@experient-inc.com
Phone: 866.516.1460