

Case Study

Teamwork Between Experient and Customer Leads to Increased Involvement of Attendees, Sponsors and Exhibitors

About Experient

Experient is the source for integrated meeting and event solutions including 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 3,300 events attended by more than 2.8 million people who will occupy more than 5.5 million room nights.

Challenge

A client planning a conference for more than 2,400 customers, resellers, partners, employees and media asked Experient to help them increase attendance and attendee satisfaction while also increasing sponsor and exhibitor involvement.

Solution

Experient negotiated with the conference venue to get several surcharges and fees eliminated. The venue waived many of its normal charges, which kept attendee cost low and made multiple business amenities available to all attendees.

Experient also negotiated with hotels to eliminate discounted Internet rates that drove attendees away from the block. When a block filled, Experient found overflow hotels to make sure each attendee had a quality stay.

Experient and the client realized that attracting more quality attendees would in turn attract more sponsors and exhibitors. They worked with together to create a “must see” general session that was heavily promoted through conference registration and marketing materials. Attendee education was revamped, a certification program was developed and several discounts were implemented to attract attendees. All conference collateral, online registration materials and e-mail consistently promoted the speakers, events and sponsorship opportunities. The expo hall was heavily promoted during the general sessions and awards were created to entice attendees to go to the expo. Interactive product locator kiosks were placed at the expo to help attendees connect exhibitors.

Results

Survey results revealed that 98% of attendees rated the overall impression of the conference as good to excellent. Conference attendance was 13% more than the previous year and the group achieved 140% of its contracted room block.

Partner showcase sponsorships and exhibitor revenue was 67% more than the previous year, and 60% of exhibitors reserved space for the next conference immediately.



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