

Case Study

Experient Meeting Management Solutions Save More than \$25,000 at Worldwide Sales Meeting

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

Managers of a worldwide sales meeting asked Experient to help them increase attendance, decrease attrition and reduce food and beverage costs at their upcoming event.

Solution

Experient staff located an event venue close to the company's headquarters, making it convenient for associates to participate. Hotel room blocks were established for attendees needing accommodations, and Experient used online marketing to help the client advertise both the event and the hotel information to sales associates.

In addition to helping organize award and networking receptions, Experient also implemented a full food and beverage review, instituting a system of checks and balances to better monitor expenses.

At the event, Experient provided attendees with interactive name badges to better facilitate audience interaction at sessions and networking throughout the event.

Results

More than 400 associates attended the conference, and the group achieved 111% utilization of its hotel room block. General session attendance reached 95% and meal function attendance was 97% -- an increase over prior years in both areas. Finally, the client realized a savings of \$26,715 in food and beverage management and hotel concessions.



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