

Case Study

Experient Unites Event Planning For Irish Dance Teacher Groups – Provides Nearly \$1 Million In Savings

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 3,300 events attended by more than 2.8 million people who will occupy more than 5.5 million room nights.

Background

The Irish Dance Teachers Association of North America (IDTANA) is made up of almost 650 members and has the goal of promoting traditional Irish dance throughout North America. The IDTANA is divided into five regions, each with events that include dancing and organizational meetings. The Regional Competitions host about 2,000 attendees. Regional winners compete to qualify for the National Competition, attended by 10,000, and ultimately for the World Competition, which has an attendance of about 15,000. The World Competition is coordinated by the world Irish dancing governing organization – An Coimisiun le Rince Gaelacha (CLRG) – in Dublin, Ireland.

Challenge

The IDTANA dance competitions are organized by volunteer dance teachers who have limited experience and time to do so. The New England regional competition reached out to Experient for professional meeting planning help, signing a contract for site sourcing services in 2005.

Solution

The Experient team, which included a meeting and event manager and Experient's site research and hotel contract departments, used their experience, expertise and knowledge to present the group with options that included leveraging techniques, standardized hotel contracts and improved planning and recording procedures.

Results

The New England Chapter was so happy with both the sourcing Experient provided and the single point of contact management structure that they recommended Experient to the other four regions of the IDTANA. Experient now provides sourcing, meeting planning and on-site logistical services to all the IDTANA regions, leveraging the groups combined buying power. Representing all the regions allows Experient to optimize hotel rates, event dates and host cities for the IDTANA regions. It also gives IDTANA a standardized format for planning and financial reporting that was not possible with the volunteer organizers. Since beginning sourcing services for the IDTANA in 2005, the Experient team has saved the North American chapters and the world group more than \$800,000 combined.

The room block management knowledge, contract negotiating skills and leveraging techniques provided by Experient allows IDTANA to focus on operating the competition rather than dealing with housing details. The IDTANA saves time, (an average of 60 hours for each sourcing project), avoids attrition penalties and receives lower hotel room and food and beverage service rates working with Experient.

Since 2006, Experient has handled sourcing for all the IDTANA regions. In 2008 Experient provided site sourcing and full-service meeting planning for the North American national competition. During the 2008 national competition, Experient was able to promptly renegotiate a previously signed contract and secure an additional \$135,000 in hotel concessions for the group. The world Irish dancing governing body – CLRG – came to Experient in 2006 and asked for assistance in sourcing the 2009 World Competition. Experient was able to make arrangements for the worldwide Irish dancing competitions to take place in Philadelphia in 2009, the first time that the World Competition was held outside of Europe. Experient provided meeting planning services and on-site logistics for the competition as well, expanding the benefits of the collected meeting spend internationally.



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