

Case Study

Experient Employs Creative Ways to Save Over \$600K in Attrition Fees for CNIH

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 Church of the Nazarene International Headquarters (CNIH) is dedicated to the mission of making Christ-like disciples everywhere through its ministry and administrative responsibilities. At the end of 2008, the CNIH had over 1.8 million members in almost 23,000 congregations in 151 different world areas.

Every four years, the Church holds a global convention, the General Assembly. The Church's most recent event, held June 24 through July 3, 2009 in Orlando's Orange County Convention Center, attracted more than 22,000 attendees from around the world.

Challenge

In the midst of a lagging economy, hotels outside CNIH's block started dropping room rates below those of the block and CNIH's blocks started dropping. CNIH was headed for a significant attrition situation.

Solution

The Experient team dedicated to the event went into immediate action to reduce room blocks and limit CNIH's liability at contracted hotels long before the meeting. It settled the attrition penalty with one hotel by applying that cost to additional food and beverage for an evening reception.

Results

The overall initial attrition penalty for CNIH would have been well over a half million dollars, but the prompt actions of the Experient team reduced this fee by 70%, saving CNIH an excess of \$600,000.

Moreover, Experient performed these actions as one with the CNIH team, taking on the culture, ethics and worldview of the group, which built trust and proved that Experient can conduct business that will leave the church in a positive light.

Experient is now working with CNIH to centralize all their meetings and tie registration to housing to proactively control future costs.



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