

Case Study

How Do You Fix an Annual Meeting With Flat Attendance?

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.

Background

Experient Marketing Services is a division of Experient that is staffed by award-winning event marketing professionals that specialize in creating successful attendance-building campaigns for the event industry.

EMS was asked to assist a major national veterinarian society with event marketing for their 25th anniversary annual meeting. The group's attendance was flat, the brand was dated and the association was seen as unessential to the daily lives of the group members.

Challenge

To develop a comprehensive marketing plan to increase member attendance at the client's annual event and raise awareness of the association, enhancing the group's image in the veterinary field and attracting sponsors.

Solution

An integrated marketing campaign targeted on the anniversary event was produced based on focus group data. At the prior annual event a brand repositioning message was delivered through a video, it focused on the significant contributions of the organization and reflected the values and pride of the veterinary professionals it serves. The on-site video included an emotion-based message encouraging attendance at the anniversary event.

Results

Using a mix of multimedia video, traditional and Web-based marketing initiatives, and partnerships with other veterinary organizations and trade media, 25 % more attendees were attracted to the group's 25th anniversary meeting in Seattle.



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