

# Case Study

## How Do You Fix an Annual Meeting With Flat Attendance?

### 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

*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 25<sup>th</sup> 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 25<sup>th</sup> anniversary meeting in Seattle.



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