

Case Study

When the American Academy of Dermatology Needed Help Contracting Extra Rooms, They Turned to Experient and Saved \$10,000

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

The American Academy of Dermatology reached out to Experient in November 2007 for help in securing overflow hotels for their 2008 annual meeting. AAD had contracted 30 hotels with approximately 6,000 room nights on the peak night. Due to the growth of the event, our AAD staff realized that they did not have enough rooms contracted. When they attempted to increase their blocks in the contracted hotels they learned that both a rodeo and a cheerleading competition were scheduled for the same timeframe, creating a sold-out situation. AAD realized that their team needed to stay focused on other details of their annual meeting that they did not have the time to actively pursue additional hotels contracts to accommodate a pending list that had grown to over 800 people. AAD called Experient for help.

Solution

The Experient account manager worked closely with the San Antonio Convention and Visitors Bureau as well as Experient's Hotel National Sales to find overflow properties for the event. Due to the pressing time frame, Experient presented AAD with a one-page agency agreement that permitted Experient to sign hotel contracts on AAD's behalf. This protected Experient from any liability and expedited the contract turnaround process allowing Experient to quickly load room inventory into their housing system and reduce the pending list. At Experient's suggestion, AAD included a \$5.00 rebate per room night to help off-set shuttle fees for attendees placed in hotels near the San Antonio airport or otherwise outside of the immediate event area.

Results

By the end of November, Experient contracted a total of 798 rooms in 19 overflow hotels in the San Antonio area, clearing the pending list. In addition, Experient helped AAD save approximately \$10,000 by adding a rebate to the rate. The rebate was used by AAD to offset the increase in their hotel shuttle fee due to the adding of additional hotels shuttling fee.



Visit: www.experient-inc.com
E-mail: bsc2@experient-inc.com
Phone: 866.516.1461