

# Case Study

## Software Company Beats Tough Attendance and Satisfaction Goals While Reducing Expenses with Help from Experient

### 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 tradeshow around the world.*

### Challenge

In a struggling economy, a major software company wanted to distinguish their annual meeting from similar industry events to reach their attendance goal of more than 1,500 attendees. They hoped to attract new customers and bring back previous attendees while also reducing spending from previous years.

### Solution

Experient helped the client take a fresh perspective, looking at each stakeholder and identifying their specific needs. They used this information in brainstorming discussions to develop the concept of an upscale exhibitor reception that would become a “must see” event for customers and business partners. At the same time, this would create additional sponsorship and networking opportunities.

The Experient research team demonstrated their broad facility knowledge, locating a conference venue with exhibit, sleeping and meeting space in one facility. This helped control operations and logistics spending. This same location had the food and beverage facilities to create the desired upscale atmosphere.

Next Experient took a close look at the client’s estimated total spend, identifying line items that could be decreased or eliminated without affecting the attendee’s perception or experience.

### Result

Post-event exhibitor and attendee survey results were overwhelmingly positive and the rave reviews were reinforced by the final numbers. The client realized savings over \$170,000 from the previous year spending and attendance grew over 20%, exceeding expectations. The client also enjoyed a room block utilization rate of 96% and an increase in expo sales revenue of 25%.



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