

# Case Study

## Does Your Organization Give Continuing Education Credits? Experient has a System for You.

### 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.*



Visit: [www.experient-inc.com](http://www.experient-inc.com)  
E-mail: [bsc2@experient-inc.com](mailto:bsc2@experient-inc.com)  
Phone: 937.516.1333

### Background

The American Association of Critical-Care Nurses (AACN) has an annual conference and exhibition each May. It's a six-day event, known as the NTI, with about 8,000 nurse attendees and 500 exhibitors.

### Challenge

AACN offers more than 400 education sessions during the NTI each year. Attendees earn CNE credits by attending these sessions. According to Randy Bauler, CEM, corporate relations and exhibits director for AACN, many attendees at the NTI have certification requirements of 30 educational credits over a two-year period. With some planning and a dedicated effort, they can earn all of them during the NTI six-day annual event. AACN needed a way to help attendees track the sessions attended and record earned CNE credits.

### Solution

Experient worked closely with AACN to tailor a continuing education credit solution – the Experient CEU Manager – for the NTI. Attendees visit onsite credit recording stations during the NTI, enter their session codes and print out CNE certificates. At the conference, AACN leaders were able to verify session attendance and record the amount of education credits in real-time using the CEU Manager system.

CEU Manager's year-round online component allowed attendees who did not use the onsite CEU stations to log in to an internet page, enter their CNE credits and print out their certificates at home.

"The Experient team is responsive and helpful," says Bauler.

"Experient always comes to us with options for new approaches using the latest technology."

### Result

Experient processed and produced more than 20,000 educational credits for AACN attendees in 2008, more than 18,000 credits alone were processed onsite during the NTI. AACN estimates its saves approximately 200 staff hours and \$10,000 annually by outsourcing educational credit processing. Experient has been working with the AACN for 14 years as its registration contractor as well as a trusted conference advisor and partner.