

Case Study

On-site Registration Wait Time Reduced 75%. Is it Possible? Absolutely, with 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 tradeshows around the world.

Challenge

A professional association with more than 79,000 members worldwide asked Experient to help them with registration at a technology tradeshow and conference. Because of the size of the tradeshow and conference – a 4-day event with 2,500 exhibiting companies and event space the size of 13 football fields – the client needed a technology provider who could help them handle space management, processing and credentialing of thousands of attendees.

Solution

The Experient team implemented a registration solution capable of handling 10,000 attendees in a couple of hours. Multiple registration kiosks, a bar code scanning system and optimized spacing layouts designed to facilitate large crowds allowed for the attendees to be processed efficiently. About 120 self-registration/"Scan N Go" stations were utilized at seven different check-in areas with 12 Experient staff members on-site to coordinate the process.

Result

Experient smoothly processed more than 22,000 people onsite utilizing the registration kiosks and bar scan technology. In past years it took almost an hour for attendees to register, but it took no more than 15 minutes at this event.



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