

## CASE STUDY

# Maritz Travel Manages Entire Guest Experience for Enterprise Software and Information Solutions Provider

**THE SITUATION** An enterprise software and information solutions provider conducts its annual user conference to build awareness of their offerings for professional service firms, government contractors and other agency employees. Maritz Travel managed over 350 sessions and 250 speakers for this 3,000-person event. This client utilized Maritz Travel's technology platform to create a completely integrated user experience from start to finish. The challenge was to successfully implement and manage every component of the event experience by working with the client event committee and event attendees.

### REGISTRATION

- Invitations/Login
- Tracks
- Roommates
- Air/Hotel
- Reg. Admin
- Reporting



### CONTENT MANAGEMENT

- Call for Topics
- Sessions
- Speakers
- Space Planning
- Capacity Mgmt.



### ON-SITE

- Check-in
- Credentials
- Materials
- Session Scanning
- Lead Retrieval



### MOBILE

- My Travel
- Manage Agenda
- Check-in
- Session Content
- Networking



**THE SOLUTION** As a Maritz Travel client for several years, this client has historically relied on third-party mobile tools and vendors. In 2014, they decided to use Maritz Travel's proprietary registration platform to manage all of their event services in order to increase event efficiency and fluidity of the program.

In order to provide participants a holistic solution capable of handling every step of the guest journey, Maritz Travel created a custom-branded mobile app, as well as our extended conference service (ECS) software. All of these extended services plugged directly into Maritz Travel's proprietary registration and event management tool to create an all-in-one solution.

This approach led to an increase in event efficiency, as time spent on data integration between multiple systems and vendors decreased significantly.

The success of this program was highly contingent upon the implementation of a technology solution capable of making a 3,000-person conference feel personalized and unique to each user. Maritz Travel deployed a team consisting of the following job roles to minimize any on-site technology issues: Strategic Online Director, Onsite Project Manager (OPM), Implementation Specialist (IS), and Onsite Deployment Architect.



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**THE RESULTS** With over 350 sessions and 250 speakers, Maritz Travel provided a scalable registration and on-site technology offering capable of managing the guest experience from registration through completion of the event. The Maritz Travel team provided all of the following services for this user conference: Air & Attendee Management, Call for Topics, Session Content, and mobile app.