

CASE STUDY

# Maritz Travel Streamlines Guest Experience for Major Hotel Company's Annual Event

**THE SITUATION** An international hotel company conducts its annual event to improve the business performance of its franchisees, owners, general managers, and property sales leaders. With over 5,000 guests, this program demands perfect execution of participant registration and on-site technology - ensuring the technology meet each guest's needs. Four years ago, this client realized they had outgrown their existing standard registration tool and switched to Maritz Travel's proprietary registration platform to manage the guest experience. The difference? Maritz Travel's **project management expertise with a seamless, technology solution capable of providing real-time updates and comprehensive data management.**

**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** This event made extensive use of Maritz Travel technology from start to finish. Initially, users accessed our registration platform to sign up for the event. Once registered, guests could access this portal to continually update and customize their agenda prior to and throughout the event. They were also able to see conference agenda updates the minute individual presenters updated their session content in the system.

Maritz Travel's platform was also able to successfully assign and manage breakout sessions to different individuals' agendas based on the specific 2-3 brand meetings that each guest were required to attend. This functionality was essential in ensuring the event committee could accurately link sessions and individuals, guaranteeing all guests was learning the right topics and collaborating with the right teams.

Maritz Travel helped with exhibitor and sponsor registration and management as well. The platform allowed exhibitors to sign up and pay through the site, as well as upload details about their company to the system. Once companies were registered, they received a code allowing their employees who were attending the conference to register. With Maritz Travel's real-time management system, potential sponsors could access the site to determine what level of sponsorship they wanted, and the site intuitively eliminated options for different levels as those spots were filled.

**Maritz Travel's solution created a smooth handoff from registration to event and sponsorship management, and even data reporting.**

**THE RESULTS** Once the event began, Maritz Travel had more than 20 check-in stations for attendees to receive their name badges. Each name badge was equipped with the following features and pieces of information: the guest's personal information, a full printed agenda, a QR code and an RFID tag, which allowed session access and provided our client with individual guest movement data throughout the event. Throughout the event, all guests had the ability to sign in to the client's custom-branded mobile app. The app featured all the information they needed in real-time, all within one, integrated system at their fingertips.