

CASE STUDY

Maritz Travel Implements All-in-One Technology Solution to Improve Guest Experience for Major Software Company's Annual Event

THE SITUATION A multinational enterprise software company holds its annual event to educate partners and customers on their technology capabilities and newest software offerings. With roughly 4,700 guests, the client was looking for a provider who had the buying power and technology scalability for an event of this magnitude. Maritz Travel needed to work seamlessly with the client to assume new program responsibilities and prevent the outsourcing of services to multiple vendors.

4,700 GUESTS ON A FULLY CUSTOMIZED WEBSITE

Registration & Hotel management



Guest submission on topics of interest



Speaker portal



Personalized event scheduling



Opportunity to receive a Continuing Education Certificate



THE SOLUTION The client decided to use Maritz Travel's proprietary registration software and on-site technology to manage the event from start to finish. Their goal was to streamline their event management processes to allow their event committee to focus on the content and strategic aspects of the event without having to worry about tactical operations.

Maritz Travel's registration platform was able to satisfy all of the specific needs of this large user conference, including: attendee registration and hotel management for 4,700 guests on fully customized website; an idea submission process for guests to submit interesting topics for consideration by the event committee; a speaker portal for presenters to manage their agendas and upload content for guests to see prior to the conference (the portal also allowed the event committee to manage the speaker's workflow); personalized agenda management allowing guests to manage their event schedule; and an education certification provided guests the opportunity to receive a Continuing Education Certificate once qualifying sessions were complete.

Once the event began, the on-site technology team was able to provide check-in and registration for name badges, session scanning for more than 500 sessions, a QR code loaded with the guest's information for sponsors' and exhibitors' lead retrieval purposes, and an RFID tag, allowing session access and providing the client with important data on individual guest movement throughout the event.

The Maritz Travel team received a standing ovation from the client during the last day of the program.



THE RESULTS Using the majority of Maritz Travel's technology services to fulfill their user conference's requirements proved to be a success for this software client. The Maritz Travel team received a standing ovation from the client during the last day of the program.