



“Kx is a difference-maker in that it keeps us centralized. It allows myself, each conference coordinator, student manager and conference assistant the ability to view all pertinent aspects of a program in one location.

“It streamlines information, which makes our operation more efficient.”

- John Nussear; Director, Conference Services

## Headlines

Venue type:	University
Meeting Capacities:	20-1,100
Bedrooms:	6,000
Products:	KxConferencing KxRegistration KxMobile

## Events to manage



Residential Summer  
Conference and Camps



Housing Activity Space



Registration Services

## Results



Better service



More time



Better guest experience



Increased accuracy

## Georgia Institute of Technology

### A bit of background

Since its inception in 1997, Georgia Institute of Technology's Conference Services have offered services including meeting space management and coordination, on-campus lodging, food service, transportation and parking. With over 6,000 bedrooms complementing One Stop Certified summer conference facilities, Georgia Tech Conference Services needed a system to help match their agile, complex operational needs.

In 2006, Georgia Tech's Conference Services began looking for a software program that could mirror this complex setup.

### What Georgia Tech wanted to achieve

- Eliminate handling many ad-hoc responsibilities through multiple, varied, non-integrated methods.
- Provide tools to improve their sales and marketing efforts.
- Incorporate event logistics and manage residential guest details.
- Continue to make the process of summer conference management seamless and easy.

### What the project team did

- Reviewed several software applications; appreciated the “one-stop software” solution KxConferencing was able to provide, much like the experience they provide their own customers.
- Worked with the Conference Services team to understand how they manage events and key business processes.
- Integrated system for the Conference Services staff to take the many individual pieces of their operation and merged them into one solution.

### The results

- Georgia Tech Conference Services is able to continue to offer their clients an uncomplicated experience and have had nothing but positive reactions from their customers.
- Staff are able to “produce everything in one complete document, easily generated in Kx. Transparency plus clarity is what we have been able to provide,” explained Dan Dykstra, former Director of Conference Services.
- With the implementation of KxConferencing, the Conference Services team is able to offer new services previously not possible.
- The staff is able “to see everything related to the event in one place and funnel it down into an easy to produce invoice.” (Dan Dykstra)
- Increased ability to analyze their business model each year. For example, finding that a great deal of new business is generated through their website.

The Conference Services staff at Georgia Tech was successful in taking the many individual pieces of their operation and merging them into one integrated system through KxConferencing. As a result, both the public face and behind-the-scenes work of Georgia Tech is a true One Stop Shop experience.