



CASE STUDY



Strategy Summit

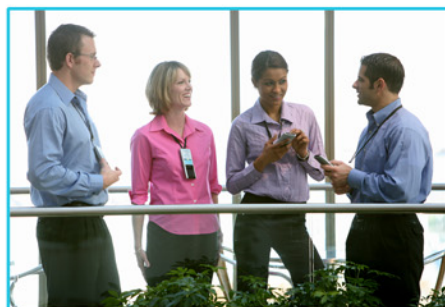
Objectives:

It's not surprising that Experient, Inc., one of the nation's leading sources for integrated meeting and event services, maintains the highest standards for its own business gatherings. EnVision '07 - which brought together Experient's leadership, sales, and account management teams to celebrate 2006 wins, review 2007 goals and strategies, and build relationships with partner hotels, suppliers, and visitor bureaus—was no exception.

At EnVision '07, Experient set out to accomplish three key objectives:

- Encourage sales staff to spend quality time at the trade show
- Ensure effective networking and lead capture
- Educate and motivate the sales staff

Experient also needed a way to measure event success, demonstrate return on investment to exhibitors and sponsors, and conduct data-driven planning for future EnVision events.



Solution:

To help accomplish these objectives, Experient turned to nTAG Interactive, the premier provider of Event Data Management (EDM) solutions for the meeting industry. At EnVision '07, all participants wore the nTAG interactive name badge, which gave them convenient access to a continually updated agenda, as well as the ability to receive targeted messages, complete electronic surveys, interact with speakers, make new contacts, and automatically exchange business card information.

Scott Durkin, Experient's vice president of partner development, was responsible for driving traffic to the EnVision '07 trade show, where 270 partners had paid to exhibit. He used the nTAGs to seamlessly manage the Passport Game, a high-motivation contest in which Experient sales staff competed for an iPod by visiting as many booths as possible during the three-hour trade show. Each booth was assigned points based on the exhibitor's level of sponsorship, and visits to the top sponsors' booths were "required" for contest entry. Trade show attendees automatically earned points each time they exchanged contact information with the nTAG situated within each booth. Because the nTAG system tabulated results in real-time, Experient was able to announce the Passport Game winner at the luncheon held immediately after the trade show.

"The Passport Game really appealed to the competitive nature of the sales team, and as a result, trade show traffic was up dramatically over previous years," said Durkin. "Even better, nTAG enabled us to measure the effectiveness of the tradeshow contest and demonstrate that premium sponsors generated an average of 37% more traffic than other exhibitors."

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nTAG was even able to report on booth traffic patterns, tracking how attendees moved through the tradeshow as they played the Passport Game. "This report provided valuable insights for improving the layout of booths on the tradeshow floor and optimizing traffic flow for all sponsors in future years," added Durkin.

In 2006, Durkin had assembled key strategic partners to discuss EnVision '07 goals and how best to achieve them. He planned a follow-up meeting with this same group for the day after the EnVision '07 trade show to review the event and determine whether expectations had been met. Thanks to nTAG's real-time tracking and reporting, Durkin was able to present detailed results, such as:

- Attendees spent an average of almost three hours at the trade show
- Activity level, measured in card exchanges per minute during the tradeshow, was evenly spaced, with no significant drops or peaks
- Networking reached a peak of nine business cards exchanged on average per person per hour
- A combined total of 10,775 leads were captured by exhibitors
- 4,039 leads were captured by premium sponsors

"The amount of data we were able to provide to our partners immediately following the event was truly extraordinary," commented Durkin. "During the cab ride from EnVision '07 to the airport, I was already reviewing pages of reports that proved the event had provided real value for exhibitors and sponsors. One survey showed that 92% of sponsors planned to exhibit at EnVision '08 in St. Louis, MO. That was a clear indicator that they found the event worthwhile."

The value nTAG brought to EnVision '07 extended beyond the trade show alone. Experient used nTAG's Common Ground feature to encourage networking and ensure attendees were making the right connections. When two attendees met, their nTAGs compared profile information and suggested topics of mutual interest, such as service type or geographic markets. The attendees could then exchange business card information with a single click, and after the event, automatically download contacts from their 'myntag' web page to Microsoft Outlook or Lotus Notes.

During management and training meetings, Experient speakers used nTAG's real-time audience response feature to gauge opinions and assess learning, with results available for immediate display and discussion. Speakers also used the nTAGs to engage audience members in trivia games, resulting in livelier and more memorable presentations.

The nTAG system also helped Experient ensure that all aspects of the event operated smoothly. Event organizers were able to make changes to the agenda on the fly, send messages to keep attendees moving promptly from one venue to another, and conduct surveys to solicit immediate feedback. By keeping tabs on networking, attendee satisfaction, and lead capture throughout the event, Experient was able to make changes—during the event—to optimize success.

Most important, the nTAG system was instrumental in making EnVision '07 fun and productive for everyone involved. Survey results showed that 85% of attendees wanted to use the nTAGs again the next year.

"The nTAGs provided tremendous value by increasing the fun factor, driving leads for exhibitors, and providing immediate, measurable results," concluded Durkin. "We're already thinking about how we can leverage the nTAG system for an even more successful EnVision '08."