



Case Study

Streamline
Registration and Housing
and
Avoid Hotel Attrition

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The Background:

The client needs to have registration and housing tied together. The group had suffered with attrition penalties even though registration numbers were on target. We decided to offer a lower registration fee to those that stayed in one of the 5 official hotels. As we created the flow of registration we realized that we could not penalize those that lived locally and could drive to the conference. We did not want to have even 50 special cases to deal with so we wanted to be sure that as many people could register themselves online.

Summary of Needs

1. Avoid attrition penalties
2. Discount registration fees when staying at an "official" hotel
3. Determining whether or not a registrant had a hotel reservation
4. Allow local registrants to receive the lower registration rate.

The Solution

YesEvents listened to what the client wanted to accomplish. We then were able to efficiently create a **Totally Custom Registration** form that:

1. Searched a pre-loaded list of ZIP codes to determine if the registrant was local to the conference.
2. Validated hotel confirmation numbers to accurately offer the correct level of registration fees.



Benefits

1. Save money by avoiding attrition penalties by offering a discounted registration fee for staying in a conference hotel. The discount was also available to those that lived locally.
2. The success in increasing their room night usage, allowed the customer to negotiate better for the next event.