



Case Study

Save Money with a Smarter Online Registration Form

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The Background:

The majority of conference attendees have their airfare, hotel and attendance paid for by the company to attend the annual meeting. Complimentary travel and attendance was based on meeting the company goals. Another element of the event registration process was that there were volunteers that needed to indicate preferred jobs, preferred work days, and which dinner event they would like to attend. The final requirement of the form was to assign housing based on travel dates and their geographical location.

Summary of Needs:

1. The registration options were numerous and therefore presented the challenge of being able to offer one seamless web form. We did not want separate forms for each criterion or to send out a special “code” to each person invited.
2. Avoid attrition penalties.
3. Manage volunteer job assignments

Our Solution:

We tied each email address used to invite attendees to a set of business rules. These rules were applied to each registrant as they logged in to register. There were 6 possible paths the registrant could have been led. For the purpose of the study, we will discuss only three.

Path 1: Air Travel Paid by Company

Once booked, the itinerary information was entered into the databases as confirmed and a copy of the itinerary was sent to the registrant. If the travel was paid for by the company, the registrant was required to enter their travel preferences or decline air travel altogether. The preferences were then captured and reported using a Travel Detail Report available online that can be filtered by confirmed and non-confirmed air travel. The non-confirmed air travel report was used by the booking agent to allow them to book that travel. Once booked a copy of the itinerary would be emailed to the registrant and a copy was sent to YesEvents to be entered into the event database as confirmed.

Path 2: Air Travel Paid by Registrant

If the travel was paid for by the registrant, the registrant was required to book their air travel prior to registration. They would provide their PNR, airline, travel dates, cities and arrival and departure times. These entries also appeared on the Travel Detail Report but they appeared as Confirmed and did not appear on the filtered report of flights to book.

Path 3: Volunteer Registration

An invitation went out to the volunteer pool and when they clicked on the invitation link they were greeted with the same landing page as all the attendees. After entering their email address they were welcomed to the volunteer registration site. Here they could select their job preferences which were inventory controlled. If we need two airport greeters for two time slots only the available options were shown. The volunteers were invited to various meals and we needed to prepare for them so they were asked which meals they would attend and indicate if they were bringing a guest.



Benefits

1. Save time and resources during the invitation process by using the email address instead of keeping track of multiple codes and emails messages.
2. Save money by avoiding attrition penalties by placing reservations in the hotels based on the commitments that were made.
3. Save money and offer a streamlined registration form for all types of guests including volunteers which avoided having two or three different forms or links. We created unique pages where needed.
4. Save time and resources when managing and scheduling volunteers by allowing them to select their jobs and the times they were available. If time slots became full, the option no longer appeared.
5. * Save money by reducing ground transportation costs because we were able to capture all the travel details for attendees so we could schedule busses according to the volume of travelers.
6. * Save money on food and beverage by not over-guaranteeing! By asking registrants to indicate which meal events they would like to attend.

*Indicates more cost savings.