

CASE STUDY SUMMARY - LISTENING TO THE CITY

How would you go about assigning seats for a banquet of 5000 people? **What** if you had to guarantee that the registrants would effectively represent the demographic and ethnic diversity of the New York City metropolitan area? **How could you insure** that each of the tables had a diverse demographic composition? How would you get all 5,000 to their proper places in time? Read how America Speaks answered these questions...

"FOR REGISTRATIONS
AT OUR LARGE EVENTS,
WE CONSIDER
EVENTREBELS TO BE
THE TECHNOLOGY
STANDARD."

- STEVE BRIGHAM,
CEO OF AMERICA
SPEAKS

"THE PEOPLE AT
EVENTREBELS HAVE
REALLY GONE THE
EXTRA MILE TO GET US
GOING ON A VERY TIGHT
TIME SCHEDULE"

- ASHLEY BOYD

Listening to the City was a daylong forum, put on by America Speaks, where participants deliberated the options for redeveloping the World Trade Center site in the aftermath of the September 11, 2001 terrorist attack. Participants were to be seated in intimate 10-to-12 person round-table discussions, each led by a trained facilitator.

The challenges were:

1. To insure that the attendees truly represented region's rich ethnic, racial, and geographic diversity.
2. To insure diversity in the make up of each individual table
3. To provide for an efficient flow of people into the room
4. To accommodate attendees' special needs
5. To capture and correct attendees' contact information

To meet all of these challenges, the LTTC planners contracted with Event Strategies, Inc and EventRebels.com for complete registration services. By combining their talents, they were able to provide a unique solution to the LTTC registration challenges.

Pre-registration was handled by using the EventRebels.com online software system. The software served a custom registration form that matched the look and feel of the LTTC Web site. The registration form and related software was seamlessly integrated into the LTTC Web site – you could not tell that the Web site and registration form were hosted by two different companies. There were over 30 extra questions on the registration form to gather demographic information, income and employment status categories and special needs.

The planners took advantage of the real-time reporting capability to monitor the registrations on a daily (sometimes even hourly) basis. By monitoring the real-time demographic reports, planners were able to make decisions on the allocation of resources to radio, print and direct solicitation in specific areas to get the proper diverse attendee profiles

They wanted to keep pre-registration open until 24 hours before the event! While registration for many large banquets must be closed a week or more in advance, the registration team was able to use the EventRebels software, in conjunction with a customized assignment algorithm to speed up the seating process enough to keep registration open until 24 hours before the event

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"THANK YOU FOR YOUR
WONDERFUL WORK AND
DEDICATION TO THIS
PROJECT. YOUR WORK
ON THIS PROJECT HAS
FAR EXCEEDED WHAT
ANY OF US IMAGINED."
- ASHLEY BOYD

The day before the event, the custom seating assignment process was run to assign each of the almost 5,000 pre-registered participants to specific seats. The software seated participants with language translation needs at pre-designated tables and seated participants according to several demographic criteria in a way that made sure that they were well distributed throughout the room. There were about half a dozen attributes to be considered

Some tweaking was required. The system allowed the planners to assign and re-assign individual participants and special cases, who, for political, media relations or other reasons, needed to be seated at specific locations.

Badges were created overnight. After the seat assignments were completed, "tweaked," and finalized, badges and rosters were printed. Each participant's name badge showed that participant's name and seat assignment. A roster of assignments was printed for each table; the rosters included indications of special needs so that each table's facilitator could be sure that the special needs were provided as needed. The rosters also provided a double check on attendance

On the morning of the event, July 20th, the EventRebels onsite check-in software went into action. Designed for rapid operation, the system searched for pre-registered participants by name. The staff typically entered the first few letters of the participant's last name and got a screen displaying the participant's contact information, seat assignment and special needs, if any. It was a simple procedure to confirm or correct the contact information, deliver the participant's name badge, and mark the participant as having attended the event, with instant updates to the database.

During the onsite check in, the administrator was able to view real-time reports on the number of participants that had arrived, and the rate at which they were being processed

The speed and flexibility the EventRebels solution provided made much of this possible. As Ashley Boyd: of America Speaks said, "Thank you for your wonderful work and dedication to this project. Your work on this project has *far* exceeded what any of us imagined. Your responsiveness and openness to working with us has made a huge difference in my life. So... thanks!"

Read all the details and the surprising financial results, read the full case study.... Contact us today for your free copy.