

Case Study 2 – International Conference 2015



Event Type: Off-shore international delegation conference
Pax: 2,500 – 3,000 attendees over a 4 day conference period plus pre and post meetings for a week either side
Budget: Confidential
Client Brief: “Make this work!” we are on the world stage



What We Did:

Designed, developed and implemented an Accommodation Management registration system for a delegation of between 2,500 and 3,000 attendees.

The website and registration system needed to be very clear as English for most attendees was their 2nd or 3rd language.

Challenges:

One of the main challenges was ensuring the multiple stakeholders were equally agreeable with the systems implemented.

Customer service and diplomacy was paramount and teams were placed on 24 hour call to manage the many time zones for efficient communication.

Although outside our scope of services for contract, we were called upon on many occasions to provide advice to the organising body on various conference related matters.

High Points:

We have been part of a team who contracted a cruise ship for the purposes of accommodation in a stationary location. This was inaugural for the cruise company.

From the success of this project, the cruise company have confirmed it is a new market that requires their attention.

Delegates Comments:

“So seamless, and your on the other side of the world!”

“Thank you for staying up so late for us, it was very much past your bedtime”