

SUCCESS STORY: BI WORLDWIDE

Looking for flexibility, the global event management software provided delegates with an individualized experience

CHALLENGE

“The various modules allow us total flexibility to meet our different client needs.”

As an organization with offices in eight different countries, the team at BI Worldwide hosts conferences all over the world. During their conferences, they have an opening plenary followed by a series of small workshops. With some of their clients, they need to host the same conference, but in different locations. Judy Vengari, project manager – events at BI Worldwide, says that they needed a platform that would be able to offer them the flexibility that they were looking for in terms of registration, website creation and reporting features.

STAT BOX

Event Stats

5342 emails sent

1950 registrations completed

1092 delegates signing up for workshops

“The look and feel is fully customizable which allows us to use client branding.”

Having employees spread across the globe, they needed a global tool that would allow them to quickly review the event process without having to manually reach out to team members. They needed a tool that had collaboration capabilities that would make it easy for people to go in themselves. They also needed a tool that would allow them to organize the registration, event sessions, hotel and flights for delegates, but also give them that individualized experience that their delegates were used to expecting.

They were looking for a global event software solution with simple registration, easy website creation, automated emails, organization of logistics and detailed reporting features that would assist in organizing conferences for clients.

KEY HIGHLIGHTS



Industry
Marketing Agency

Location
United Kingdom

Products & Services

- **Self-service registration**
- **Customized registration**
- **Reporting summaries**



Judy Vengari
Project Manager |
Events

BI Worldwide is the global leader in engagement solutions that drive measurable results for their clients around the world. They understand how to engage employees, channel partners and customers, and provide companies with the tools and resources to tap into that knowledge to drive and sustain measurable results. Their mission is to put their engagement expertise to work and produce quantifiable results that make a difference for clients.

www.biworldwide.com



A robust and efficient platform that put the power to customize in the event team and delegates' hands

SOLUTION

Hosting conferences for nearly 2,000 delegates, they chose Aventri because of its easy and appealing interface, quick webpage setup, and the flexibility and customization ability that the platform has for each of their different clients.

For a client in the financial sector, BI Worldwide was charged with organizing five back to back conferences throughout the U.S. and Europe.

They used Aventri to offer their delegates a customized experience that anticipated all of their needs.

When it came to setting up their registration page, the team used conditional logic questions to make sure that they were obtaining all the necessary information from their delegates in one session. Once registration was complete, clients were able to quickly input payment through one of Aventri's many gateway options and the BI Worldwide team was able to produce invoices through the system.

With Aventri, BI Worldwide was also able to finally have a slicker process

to manage and monitor delegate registrations. Every workshop that is hosted has a limited amount of spaces available, so delegates would need to sign up ahead of time. Instead of having to manually have someone from the events team go in and add or drop a workshop for delegates, they were able to complete this process themselves.

BI Worldwide set up a waitlist feature in the registration module, so delegates could quickly sign up if a spot opened. Therefore,

delegates were able to go back into their registration and change sessions without the help of the event team.

Having a global events team, BI Worldwide was able to use Aventri as a means to keep their internal team across the globe aware in what was going on with certain events. With the summary features that are offered in the Aventri modules, all necessary parties were able to track the event's progress—seeing how many registrations they had, activities people signed up for, flights and hotels that were completed and more. Rather than sending emails,

it allowed for better communication internally and gave people the power to check statuses themselves.

Not only has Aventri helped the team internally, but it also has allowed for information to flow quickly to the clients as well. The reporting features that Aventri offers allowed their clients to pull reports 24/7 to see how the events progress was going.

With the robust Aventri platform, BI Worldwide was able to execute their events efficiently and easily, while offering the customization that was necessary in organizing their events.

STAT BOX

Event Stats

Serves **2000** Global Corporations

Customers in over **120** countries

Organizing events in over **22** languages

ABOUT AVENTRI

Aventri is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, Aventri has assisted over 20,000 event professionals in planning, executing and measuring their events. The software solution serves customers in corporations, associations, agencies and educational institutions.