

# Event Management Made Simple

**RegOnline® by Lanyon helps life sciences companies achieve critical goals**



“Controlling our registration process is a strong start in executing successful events. Making changes on the fly and pulling reports in an instant is hugely important.”

– Sarah Krebs, CMP, Sr. Meeting Planner, Cochlear Americas

## Attendee Tracking Helps the Team Customize Events for Its Audience

Meeting planners access detailed reports leading up to events to better understand attendee segments and cater the event to their needs onsite.

### Implementation Plan

Lanyon RegOnline provides a flexible solution to Cochlear, a manufacturer of hearing devices, to improve the management of its 280 meetings a year, ranging from small meetings to large trade shows.

**From Meeting ROI to HIPAA tracking to On Demand Reporting, RegOnline by Lanyon provides Cochlear Americas the power needed to effectively reach a diverse set of attendees.**

### ROI Tracking for Consumer Facing Events

Automated reports from RegOnline are integrated into Cochlear’s internal tracking system that follows progress from candidate to customer, which provides insight into the sales cycle and event ROI.

### Healthcare Compliance

Attendees must check a box during the registration process that indicates their acceptance of Cochlear’s HIPAA regulated privacy policy act. The policy can be read by attendees online or printed. Reports on physician attendance can also be maintained.

### Time Savings & Efficiency

- Copy event links from one event to the next - save time and minimize redundancies across similar events
- Make and communicate changes to attendees easily to attendees
- Track attendee satisfaction and suggest program improvements with the survey tool
- Customize reports in an instant
- Process payments quickly and access data in a timely manner

For more information, please visit:

USA: +1 888 351 9948 | EMEA: +44 (0) 203 743 3256 | APAC: +65 3158 8740 | [RegOnline.com](http://RegOnline.com) | [sales@Lanyon.com](mailto:sales@Lanyon.com) | [@Lanyon](https://www.lanyon.com)



## Background

The leader in implantable hearing solutions, Cochlear™ manufactures medical devices for the treatment of conductive/mixed hearing loss and single-sided deafness. Cochlear Americas hosts and participates in a variety of events including trade shows, educational external workshops, internal trainings, sales meetings, board meetings, award trips, and consumer facing promotional events. An events manager and two meeting planners manage all details for approximately 280 meetings each year. The typical audience for these meetings includes internal staff, surgeons, audiologists, speech language pathologists, early intervention specialists, medical professionals, recipients of products, possible candidates for products, individuals with hearing loss, and family members of those with hearing loss.



“Lanyon RegOnline has been a wonderful solution. We appreciate how easy it is to use, and are familiar with the system, which makes our tasks easier and faster to complete on a day-to-day basis.”

**Sarah Krebs, CMP, Sr. Meeting Planner, Cochlear Americas**

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