Lanyon Smarter Solutions for Meetings, Events & Travel.

Lanyon Cuts Speaker Review Time By 40%

Lanyon Helps Speed Up the Review of Speaker Submissions and Ensures the Best Sessions Are Selected

700 Speaker Submissions

40% Time-Savings in Content Review Process

RESULT: BETTER QUALITY SESSIONS

"Our audience consists of IT experts, and they tell me what a robust, clever and easy-to-use event site we present with Lanyon Events."

— **Manager, Business Development/Events**

Part of the Lanyon Smart Events Cloud® solution, Lanyon Events provides a single online product to manage speaker abstracts, registration, content, exhibitor, and a mobile app for this technology leader's annual users conference. Lanyon Events simplifies all event data collection and makes it easier for everyone to access what they need and connect with others. It also helps the team market the show and improve the educational experience.

Here's how Lanyon helped turn a gigantic speaker abstract undertaking into an effective event marketing and programming engine.

- Make it easy to track abstracts and collaborate with reviewers. Speakers enter their proposals online, the team makes assignments, and reviewers login to make selections. All speaker communications and deadlines are sent automatically.

- Centralize all event information so information on speakers, exhibitors, and attendees flows into the event agenda and the mobile app. With event information at its fingertips, the marketing team has ready access to new information to promote the show in social media channels and its ongoing user community.

- Provide more ways for attendees to engage with the event and their peers. With the my schedule functionality, attendees select their sessions and can send messages to speakers and others who are attending.

- Use technology in smart ways to collect feedback and continue to refine future events. The events team uses session and survey data to continue year-round discussions in its online community.

For more information, please visit:

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"My marketing manager mines the data in the Lanyon event site on a daily basis to identify new content, speakers and sessions to promote the show in our online community."

— Manager, Business Development/Events

Background

One of the most time-consuming parts of producing an annual user's conference is managing the speaker abstract process, which number more than 700 submissions.

Prior to using Lanyon Events, the team had to log submissions in excel, and then distribute them to its volunteer client advisory board for final selection. The process was tedious for both the events team and the clients who had to review them.

Two years ago, the team turned to Lanyon Events after trying another event management solution. The speaker resource center has made it easier for the team to track session abstracts and speaker communications. Most important, it is helping the advisory board quickly identify the best submissions.

This is evident in post-event surveys and attendance growth over the past two years. In addition, trade publications have also hailed the event education in news articles.

Lanyon Events has brought the same efficiencies to other aspects of event logistics with its registration, exhibitor resource center, sponsor management tools, and mobile app. With all content automatically uploaded and flowing into the online agenda in real-time, the team has found that it can deploy turn-key marketing efforts.

Best of all, the team uses all of the data analytics to present more engaging and effective conferences. It has been so successful, that events team is now looking to use Lanyon Events for its European user event.