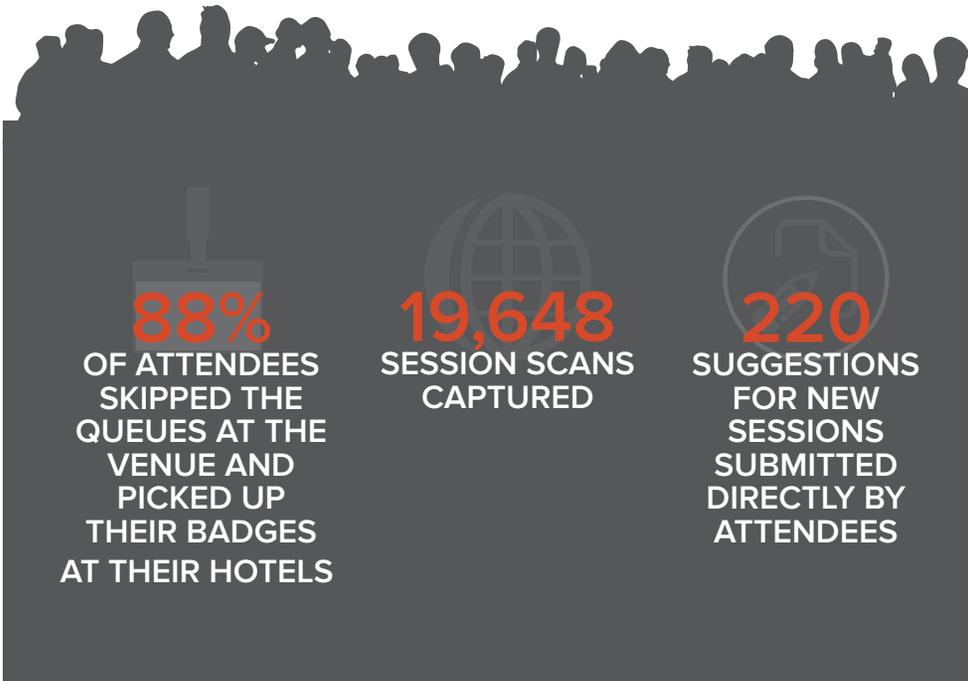


REGONLINE® BY LANYON AND LANYON SMART EVENTS CLOUD™

REAL-TIME DATA PROVIDES EXCEPTIONAL ON-SITE
AND EDUCATIONAL EXPERIENCE

PCMA REDUCES ADMINISTRATION FOR FLAGSHIP EVENT, ENRICHES ATTENDEES' EXPERIENCE



The Professional Convention Management Association (PCMA) partners with Lanyon to create an outstanding user experience, streamline processes, and identify and increase education opportunities based on business intelligence from its events. PCMA relies on the Lanyon Smart Events Cloud™ to manage all aspects of its 4,000-attendee annual flagship event, Convening Leaders, as well as for another 1,000-attendee annual event. Also, the association uses RegOnline® by Lanyon to make registration simple for 100 events per year – most of which are hosted by its 17 chapters.

PCMA, a 6,500-member association of meeting industry leaders across the globe, knows the value of harnessing data from its events. It is using intelligence – from Lanyon conference and event technology – to improve member experiences and build better content for all its events.

PCMA Benefited from the Smart Events Cloud at Convening Leaders 2014:

Speedy Registration

Lanyon Smart Events Cloud's location-based registration significantly sped up the registration process and enhanced the attendee experience. The majority of PCMA attendees...

- Arrived at their hotel
- Checked in
- Went straight to the event registration desk
- Picked up their event packages

...before ever setting foot in their hotel rooms.

Simplified Session Tracking

Before the event, attendees viewed conference sessions online and easily added them to their calendars. Onsite, attendees scanned their badges via a session access control (SAC) device—helping PCMA track attendee flow and enabling attendees to automatically track and manage their session credits. Previously, attendees filled out forms to confirm which events they attended, and PCMA manually entered the information into a database. This took a significant amount of full-time employee (FTE) resources for PCMA, which has now been eliminated.

“ With RegOnline technology tracking behavior at our conferences and chapter levels, we know which sessions have been successful at past events. Through this valuable insight, we are able to plan and tailor future products and programs to attendees. ”

Jason Paganessi, VP of Business Innovation

REGONLINE® BY LANYON AND LANYON SMART EVENTS CLOUD™**Enhanced Attendee Experience**

Because the Lanyon Smart Events Cloud enables attendees to pre-book sessions, PCMA was able to proactively judge when to assign larger rooms for popular sessions. In addition, PCMA relied on real-time data on site from the session scanning feature to better manage attendee flow.

Better Business Intelligence

PCMA analyzed data from the Lanyon Smart Events Cloud to create better education programs. By studying trends in session attendance, hundreds of suggestions made

by attendees, as well as survey results, PCMA was able to plan future education development. There is no more guessing about what attendees want.

Professional Service Support

The Lanyon Professional Services team helped PCMA put together a seamless event registration experience. Knowing that they could rely on a dedicated team to take care of registration and other tasks, PCMA was free to focus on creating a quality event.

“The Lanyon team really did their homework with our organization and was essentially an extension of the PCMA team, allowing our staff to concentrate on other conference duties without ever having to worry about registration.”

Jason Paganessi, VP of Business Innovation

PCMA Uses Lanyon Smart Events Cloud to Streamline Conference Management

For PCMA's conferences, attendee badges are scanned via a Session access control (SAC) device, part of the Smart Events Cloud technology. That helps PCMA track attendee flow and makes it easy for attendees to track and manage their session credits. As a result, the association better understands attendee flow during an event. When a session has too many attendees for the room, or a new set up is needed, PCMA makes alternate arrangements on the spot. Improved on-site management creates a smoother experience for the attendee.

A user-friendly module that enables attendees to suggest ideas for new sessions helps the organization plan future events that are finely targeted to members' needs. In addition, because PCMA manages its sessions better, the association contains costs by deploying staffing and resources more efficiently. To enhance the attendee experience, PCMA has streamlined the design of the session schedule so as not to overwhelm attendees. As a result, PCMA has seen a noticeable decrease in attendee questions throughout the registration process, enabling it to reduce staffing levels.

“Through our attendee feedback from session submissions, we are able to better align our education to our attendee pain points. This has helped us not only drive strategy, but enhance current attendee relationships and knowledge.”

Jason Paganessi, VP of Business Innovation

PCMA Uses RegOnline to Track Attendee Education

PCMA also leverages RegOnline to collect information from individual chapters. Previously, PCMA had difficulty tracking which members attended which events and to award credits accordingly. Since rolling out RegOnline to the chapters, the association instantly pulls chapter information into PCMA's own central system. That has saved 2-3 hours per event – time previously spent collecting individual data from each of the chapters. It is now very easy to see who has attended which events and to give attendees credit. This is key, as PCMA will often get ad hoc requests such as: “I have to re-certify, please tell me all of the events I've attended.”

Lanyon has helped PCMA get on a forward-thinking path, by capturing relevant data to drive progressive education and engagement experiences. In addition, technology that allows PCMA members to use one username and password every step of the registration process enhances the membership experience.

Today, with the help of business intelligence gathered from members, PCMA is retaining and growing their membership, customizing products and services to fit their member's needs, and creating educational sessions matching member preferences.

Learn how to automate event tasks and make attendees happy with Lanyon!

Lanyon.com | info@Lanyon.com | +1-817-226-5656