

SUCCESS STORY: AFR

An easy to use platform with robust reporting capabilities

CHALLENGE

AFR needed a robust, all-in-one event management system that was easy to use and easy to train for several users. It also had to streamline registration, both pre-event and onsite, as well as pull a variety of data and reports, says David Buckley, AFR regional sales manager. After Aventri was recommended to Buckley by an industry colleague, AFR found everything they were looking for within the platform's 16+ modules. "There was nothing like this all in one system," he says. "From reports to check-in, it was easy to use and to teach new staff year after year."

Buckley also says that he found that working with the Aventri team was a great, collaborative experience. "The Aventri sales team made the initial buying and setup process so easy," he says. "As a result, we've built a great partnership that has lasted for more than five years."

"The Aventri platform has made my life so much easier. It's been a pleasure working with a partner who gives you all your needs at your fingertips."

SOLUTION

After using Aventri, one of the biggest differences seen at AFR was their onsite registration experience. From merging pre-event and onsite registration information, to onsite badge printing, the new process is now easy to manage, saves valuable time and significantly reduces waste.

Aventri is largely used for AFR's Annual National Networking Tour, a series of nationwide events that they needed to track using the same registration system. Using Aventri, AFR's marketing team created a website and registration template for the National Tour, making it easy to setup pages for each of the 14 tour stops. For each stop, the team also used the Aventri marketing module to manage six-week email campaigns prior to the event. Data from these campaigns is automatically linked back to Aventri for reporting, while also improving and simplifying staff communication. "Thanks to Aventri, we managed all attendee data for each tour event with little or no issues," Buckley says.

By tracking what type of people register for their events (event planners, furniture designers, marketers, etc.) and when, it helps the team adjust their marketing strategies to better target their audience. For example, AFR found that they had a high number of walk-ins, which helped them better prepare for when hiring staff and managing F&B. Buckley says: "Aventri's reporting capabilities is one of the best tools that we use to keep all of our data up to date, and therefore, create better events."

KEY HIGHLIGHTS



Industry

Meetings & events, furniture

Location

Pennsauken, New Jersey

Products & Services

- Registration
- Email marketing campaigns
- Onsite badge printing



David Buckley
Regional Sales
Manager

AFR Event Furnishings offers exquisite furniture and accessory rentals for special events, corporate meetings, weddings, conferences, and trade shows nationwide. Its creativity and service strengths combined with its expansive inventory make AFR a go-to resource that many leading industry companies readily rely on.

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