

SUCCESS STORY: THE HYBRID GROUP

Adapting for the future, they moved from simple to robust while staying within a financial model

CHALLENGE

“The customized systems and design elements Aventri offers save time and money while developing client registration sites.”

Prior to using Aventri, The Hybrid Group had a very basic registration system that was not robust enough to meet their needs. It lacked pivotal components, such as housing, reporting and communication tools that their clients were looking for.

Therefore, The Hybrid Group needed a more comprehensive system that could incorporate these tools within one solution, while also providing additional aspects needed for extensive event planning, says Jeanette Kilrea, registration and housing manager at The Hybrid Group. From corporations and government agencies, to non profits and international organizations, The Hybrid Group’s diverse clientele also needed software that could help produce a variety of events like conferences, trade shows, fundraisers, product launches and more.

After an extensive search and comparison of other event software companies, The Hybrid Group decided that Aventri provided the best overall components of a high quality registration and housing system that not only fit its company and client needs, but that also fit its financial model. “What we liked about Aventri were its modules and the ability to customize and create a product that worked well for us,” Kilrea says.

With all the extensive Aventri modules, The Hybrid Group was also able to easily showcase a complete registration and housing package to their clients, further enhancing their offerings and services.

KEY HIGHLIGHTS

the
Hybrid  Group

Industry
Meetings & events

Location
Chicago, Illinois

Products & Services

- **Website**
- **Customized reporting**
- **Mobile app**



Jeanette Kilrea
Registration and
Housing Manager

Comprised of meeting and convention management associates that bring more than 100 years’ experience, The Hybrid Group combines expertise from many industry backgrounds to create highly customized event management models for their clients.

The Hybrid Group’s mission is to establish a comprehensive global brand in which they offer their knowledge to help grow their clients’ conventions, meetings, special events and member services by customizing a “hybrid” suite of services to meet their individual client needs.

www.hybridgroup.net

SOLUTION

Right away, the Aventri sales team developed a customized plan for The Hybrid Group. This was done while understanding that its needs could possibly shift throughout contract term as well as with client growth—something Kilrea says was invaluable. The ability to amend a contract with the sales team while working through company changes has allowed The Hybrid Group to maintain their working relationship with Aventri with a positive outcome for the past three years as an Aventri customer.

“With the range of Aventri modules, we can offer more features to our clients and improve client satisfaction.”

For a standard event, The Hybrid Group utilizes several Aventri features, such as the website module, where they can create custom microsites for each event that includes a client’s logo, colors, and other branding materials. Tabs for general information, event agenda, and housing accommodations can also be added easily. The Hybrid Group also manages all attendee, speaker and exhibitor registration via the Aventri registration module. What is especially helpful, Kilrea says, is having the ability to require registrants to use event hotel blocks and to select check in and check out dates. With that feature, The Hybrid Group is able to provide clients with overall hotel pick up reports and attrition percentages.

The Hybrid Group also harnesses Aventri’s many reporting features to track registration, payments and more. The intuitive nature of the system allows for robust reporting and real time data. “Customization of reporting saves time as each report can be customized to give exact details the client requires,” says Kilrea. “Clients have shared their satisfaction with being able to move or add data as needed to make reporting easier on their side. This has saved time on issuing IT requests for data purposes.”

At a recent 1,000-person event, The Hybrid Group used Aventri to develop its first onsite mobile app. With help from the Aventri support team, they were able to customize the app for the event, add up to date information and send an email blast through the platform’s marketing module to all attendees on how to access the app. “For a lot of our attendees that have never used an app like that before, it was very user friendly and easy to follow,” Kilrea says.

With Aventri, The Hybrid Group found the comprehensive and adaptable solution it was looking for. In the coming years, they plans to utilize the platform even further to continue to improve client satisfaction as their clients’ needs change. “Every company has ebbs and flows,” Kilrea says. “Our sales team has been able to use Aventri to create the best event experience for our clients based on where they have been and where they are going.”

“The multifunction use of Aventri helps maintain registration and housing data in one system.”

STAT BOX

Average event size:
2,800 attendees

Event locations:
International **25%**,
Domestic **75%**

Average room block
size: **3,300** room
nights

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.