

SUCCESS STORY: KELLEN

Event software with the commitment to keep clients' ever changing needs in mind

CHALLENGE

"Because they continuously evolve, we know we have a high level technology partner with Aventri."

Because Kellen works with a variety of clients with different complex software needs, it needed an event management software that was robust and adaptable. Before finding Aventri, Kellen had trouble finding an events specific system that could meet those needs. As a result, a lot of event processes weren't integrated and many were done manually through spreadsheets.

Not only did Aventri's powerful, sophisticated suite of modules automate these event processes, but its commitment to evolve with clients' needs was a high selling point, says Phelps Hope, Kellen's Senior Vice President, Meetings & Expositions. "That was key for us," Hope says.

"Instead of just trying to sell us an off the shelf software, we saw a true business partner with Aventri."

That partnership was seen from the very beginning as Aventri's attentive sales team also helped Kellen analyze and identify their own event requirements, goals and pain points to see how the software could meet their expectations and increase their ROI.

APEX EXPO 2015



KEY HIGHLIGHTS



Industry
Meetings & events

Location
Atlanta, Georgia

Products & Services

- Website
- Customized registration forms
- Onsite badge printing



Phelps R. Hope, CMP
Senior Vice President,
Meetings & Expositions

Kellen supports, guides and promotes the professions and industries that impact people around the world every day. From the safety of the food we eat to the soundness of the buildings they live and work in to assurances about healthcare issues, Kellen is committed to the success of the organizations they work with because they care about the many ways their work serves others. Founded in 1964, Kellen is charter-accredited through the Association Management Company Institute (AMCI). Their offices are located in Atlanta, Beijing, Brussels, Chicago, Denver, Kansas City, New York and Washington D.C.

kellencompany.com

SOLUTION

Aventri's robust suite of modules also helped put the software over the top. With the website module, event planners at Kellen are able to design websites for all their events, as well as add and update all relevant information without the help of their web team. They were also able to easily pull simple, but informative reports from attendee data and surveys.

Most importantly, Kellen are also able to determine more defined goals for their registration and data collection while using the software, Hope says. "Aventri isn't just a 'plug and play' system," He explains. "Because of its ability to be flexible and customizable, Aventri forced us to think deeper about the entire event process and to map out our goals ahead of time."

Another area where Kellen utilized Aventri was with its 24/7, 365 technical support. At a recent event, Hope says the Aventri support team was knowledgeable about both the events industry as a whole and about their specific event. "It was great that the support team was not only available whenever we needed them, but that they also had context when it came to assisting with our event," he says. "They knew who we are and what our goals were."

"Finding a product like Aventri was refreshing for us."

EVENT

Kellen most recently used Aventri to plan APEX EXPO 2015 in Portland, Oregon. A not-for-profit organization representing nearly 100 airlines and over 250 airline suppliers, APEX is the official worldwide network that's committed to excellence in inflight entertainment (IFE), communications and services, and the continual improvement of the airline passenger environment. Its corresponding conference, APEX EXPO, is the only event exclusive to experts and decision-makers committed to elevating the level of the airline passenger experience from around the world. It is the industry's 4-day premier event featuring top-notch educational sessions and the latest and most comprehensive display of airline related technologies, products and services covering these core areas: comfort and ambience; entertainment and connectivity; catering and services.

While organizing APEX EXPO 2015, Kellen managed an attendance of 2,500 and 300 exhibit booths. Primarily using the Aventri registration and website modules for the event, Kellen was able to customize registration forms with several different attendee categories, company specific fees, sponsorship levels, membership levels and more. "It was also easy to share forms with stakeholders and go through test runs prior to the registration opening," Hope says. "Any changes could be made on the fly."

On the attendee experience side, Hope says Aventri was very simple and user

friendly, especially with the ability to pre-populate their information in registration forms, emails and more. Onsite, APEX EXPO 2015 also had less staff manning registration windows compared to previous years due to Aventri's efficient, on-demand badge printing. As a result, attendees also experienced shorter lines and registration wait times. "Aventri has truly helped us change the way we handle attendee badges," Hope says.

According to Hope, Kellen is excited about its future with Aventri due to its continuous commitment to grow its product with the changing needs of the events industry. He says, "To get our attendees coming to our conferences year after year, we have to always bring our technology to a higher level and we can do that with Aventri."

STAT BOX

350+ employees globally, including **35** meetings professionals on-staff

8 offices worldwide managing **140** national and international trade associations & professional societies

Manages over **350** meetings, events, and tradeshow per year, globally

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.