Efficient event software that automates various processes

CHALLENGE

"Aventri allows us to drill down to very detailed and specific data for all our event to give us a much broader view."

As an association, MPI France didn't have access to many powerful resources to manage their 10-15 annual events. Therefore, prior to using Aventri, many event-related processes such as creating event forms and sending marketing emails were tedious and were done manually.

MPI France also needed software that could fit its global audience, as well as streamline and track important ROI data from its members and prospective members that had been attending its events.

"We needed something that would create forms and emails tasks quickly and efficiently," says MPI France President Julien Carlier. "Having all our tools and data in one place was essential as well."

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STAT BOX

Hosts **3** large annual events

Plans **5-6** annual networking events

Network compromised of **2,000+** professionals

KEY HIGHLIGHTS

FRANCE SUISSE
CHAPTER
MPI
MEETING PROFESSIONALS INTERNATIONAL

Industry
Meetings & events

Location
Paris, France

Products & Services
- **Customized registration**
- **Real-time reporting**
- **Surveys**

Julien Carlier
President

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, the organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries.

www.mpifrance.org

A global end-to-end software that increases event ROI

SOLUTION

Right off the bat, Aventri's various modules were able to manage and automate processes throughout the event lifecycle. From setting up registration and event website pages, to creating and sending marketing emails and invitations, Aventri was the simple, but robust tool MPI France was looking for.

Since implementing the Aventri platform in 2012, MPI France has been most impressed by the software's ability to integrate the association's global event data. They're able to use one database from which they can build specific contact lists and easily routinely update them after each event for current members and newcomers alike. This makes pulling and analyzing reports and metrics more efficient as well. "Its single database handles all of our local events data, feedback, member information and more," says Carlier. "That's really been the best added value from Aventri."

MPI France has also developed a great relationship with the Aventri team, where sales and account managers have always been available to listen to problems and customization requests. Carlier says: "It's been important to us to be able to setup complex registration functionalities for registration and whatever our needs have been, Aventri

has really acted as a partner to make it happen."

Aventri's 24/7 customer support was also an added benefit. "While using Aventri is a smooth process, sometimes we have questions that need to be answered immediately," Carlier explains. "We've used Aventri's various support channels, like by phone or email, but we most utilized the chat function, where we'll usually get an answer in minutes."

EVENT

Along with several smaller events held throughout the year, MPI also hosts larger conferences such as ComInTech, the first French-speaking conference dedicated to innovation and event management technologies. It focuses on the three main pillars of communication, innovation and technology.

At its most recent event in 2016, MPI France used Aventri to plan ComInTech every step of the way. Prior to the event, the Aventri registration module was customized to register attendees, sponsors and partners through a clean and user-friendly online experience. All of the event stakeholders were able to access Aventri to manage their own responsibilities, Carlier says, making staff communication and updates

more organized and effective.

"Having the ability to also pull live, real-time reports and email lists to share with all those involved in organizing ComInTech was very useful," he adds. "This allowed us to be more transparent with all of our stakeholders."

The ease-of-use of pre-event registration also carried onto the onsite experience as well. ComInTech staff were able to check-in, pull up important data and answer all registration-related questions in a timely manner. By using the Aventri survey module, MPI France was able to send and collect attendee feedback. Overall, this coupled with detailed post-event reports created a lot of added value through the measurement of ROI to help better plan future events.

"Aventri helps us to make all of our important decisions," Carlier says. "From comparing registration from previous years' registration numbers, to attendee behavior and revenue, we're able to see what works and what doesn't in a multi-event setting."

"We love to exchange ideas and interact with the Aventri team, and we're always thankful for their support."

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.

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