

SUCCESS STORY: MEETINGS PLUS MOORE

Simplified sourcing and booking for third-party planners

CHALLENGE

**“Aventri and email are my lifelines. I never would have gotten where I am without Aventri’ technology and customer support.”
- Moore**

During the past year, MPM has achieved an impressive 300% growth. The firm needed a way to sustain its growth, while maintaining exceptional customer service and retention in a highly competitive market.

It was critical for MPM to have a flexible, full-featured platform to handle not just requests for proposals (RFPs), but the entire sourcing and booking process. The firm also needed a solution that would enable hotels to respond quickly to the blizzard of RFPs it generates.

Ultimately, MPM selected the Aventri venue sourcing solution designed specifically for third-party planners, because of the scope of its functionality and customer service, Moore says.

“Aventri gives me a competitive edge; it’s a key differentiator. In my presentations, I always showcase my state-of-the-art sourcing technology and all the value I generate through the platform.”

“The technology greatly reduces my administrative work, and the customer service team helps ensure timely responses. I have more time to focus on other things, like conducting hotel site inspections and meeting with universities to develop new business,” Moore added.

KEY HIGHLIGHTS



Industry
Higher Ed Sports Travel

Location
Hendersonville, Tennessee

Products & Services

- **Venue Sourcing**
- **eRFPs**



Kim Moore
President and Founder

Meetings Plus Moore (MPM) is a full-service meeting solutions firm headed up by Kim Moore, a 20-year meeting planning and hospitality industry veteran.

In 2016, MPM launched a division catering to university and tournament sports travel. The new division handles all aspects of team hotel stays, from sourcing and booking to mitigating risk and negotiating contracts for rooms, meals and meeting space.

www.mtgplusmoore.com



Valuable connections that convert attendees into brand evangelists

SOLUTION

Using Aventri, MPM achieved 100% customer retention and sustained 300% growth.

The solution streamlined venue sourcing for MPM. An ad-free search engine provides access to 225,000 hotels worldwide. Proprietary filters eliminate properties that don't meet coaches' requirements, so MPM can zero in fast on the best competitive set of hotels.

Aventri's ease of use for hotels means MPM receives complete responses in less than a day on average with a 92% response rate. These industry-leading averages, enable MPM to deliver the results clients want within one week.

"Our average cycle time is now half of what competitors can offer," Moore says.

Aventri interactive bid summary manages the cluster of communications surrounding every trip. The tool not only aggregates and updates bids, but also calculates costs and savings automatically. MPM communicates with hotels quickly through the bid summary. The technology presents side-by-side

comparisons too, so it's easy to identify the top offers.

"The fact that Aventri takes all the back-and-forth with hotels off my plate is huge,"

Moore notes. By simplifying communications, MPM has more time to negotiate with hotels and consult with clients to drive smart decisions.

Aventri negotiation engine further elevates MPM's role as trusted advisor. This breakthrough technology tracks and stores the entire bid history in real time, so everything is instantly available and up-to-date. With robust tools like these, the firm achieves 10% greater negotiated value than the competition.

"Simple graphs show all the value we're driving," Moore explains. "Clients can also see the time and energy they save by having us handle the entire hotel piece of their travel."

Most sourcing tools have a single focus: sending RFPs. But RFPs are only 10% of the job, leaving planners to do the rest of the work manually. Aventri does the heavy

lifting on RFPs and the other 90% of a planner's work.

"The technology has made my life so much easier," Moore says. "With support from Aventri, we look forward to continued growth in the coming year."

STAT BOX

100% customer retention

More than **300%** YOY growth

92% hotel response rate

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.