

SUCCESS STORY: NORTHSTAR TRAVEL

Automating the matching process for vendors and attendees has optimized appointments and increased productivity for events

CHALLENGE

Angela Cox, Northstar's group director, meetings & events, organizes the company's many events with her team. They also plan strategic networking sessions between meeting planners and meeting industry vendors. With registrations from both flooding in for each event, they have to successfully match up the two different types of attendees based on their region, specialties, and several other categories. Facilitating networking is vitally important for Northstar because they want their clients to find exactly what they are looking for at their conferences.

“The majority of our events are appointment based and we use a mutual matching system, Aventri's network module, rather than an accept-and-deny basis. The driving factor that made our events simpler was the fact that with Aventri, we don't have to re-key data. We saved about 5 hours per event.”

SOLUTION

Aventri has given Northstar Travel Media a new way of doing business. “We chose Aventri because of the capabilities of its network module,” said Cox. Privately and securely, the network module automates the process of connecting vendors and attendees of similar interests at host-buyer events and other meetings. Northstar can customize the matchmaking system for each event by selecting criteria for attendees and vendors and then choose the fields that they want the registrants to view. Vendors can then weigh the selected attendees based upon who they are most interested in meeting. Not only is this a big time-saver, but it optimizes appointments. Additional summary reporting provides valuable insights into attendees' behavior and helps Northstar improve upcoming events.

KEY HIGHLIGHTS



Industry
Travel & tourism

Location
Secaucus, New Jersey

Products & Services

- Registration
- Networking
- Reporting



Angela Cox
Group Director,
Meetings & Events

Northstar Travel Media is the leading business information and marketing solutions provider to the \$300 billion U.S. travel, tourism and meetings industries. Through award-winning media brands, proprietary content, research and customized marketing solutions, Northstar offers unparalleled depth of information and services to clients in every vertical segment of the travel industry.

northstartravelmedia.com

Organizes around **14** events annually

Maintains portfolio of industry brands: meetings and conventions, successful meetings, meeting news and incentive