

# Efficient new registration site, onsite management and strategic sourcing ensure success for energy leader's event

## MEETINGS & EVENTS NORTH AMERICA

### THE CHALLENGE

A large oil company was planning its biennial forum for 400 participants from around the world, including VIPs, employees and guests from two divisions. There was no Web registration tool in place, and previous meetings, handled internally, were marked with problems such as incorrect name badges and poor communications around flight details. With no decision maker on-site, handling last-minute details and approvals was difficult.

### THE SOLUTION

Because Web registration and reporting was critical to the client, Carlson Wagonlit Travel built a customized Website to assist with the 2008 program.

To ensure superior results within budget, *CWT Meeting & Events* experts consolidated suppliers and negotiated tight hotel contracts. The client also benefited from pre-existing CWT partnerships with audio-visual, limousine and other third-party suppliers in the destination city.

CWT provided and facilitated onsite support and services including theme, décor and entertainment. To support the client's "green" initiative and further engage the attendees, CWT arranged for the client to give each attendee a pedometer; money was donated to two local charities based on the number of collective steps they took.

*"The diversity of themes and venues really created the WOW factor we were all looking for. The conference...exceeded everyone's expectations, from participants through to management."*

### CONTACT

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### THE RESULT

With CWT managing all aspects from site selection to execution and back-end reporting and reconciliation, the client could focus on business goals, rather than supplier details and program logistics.

With the Website, touted by the client as an effective communication and marketing tool, participant registration and tracking was easier and, among other benefits, back-end reporting allowed the client to accurately bill-back costs to internal divisions.

CWT-led negotiations with the hotel achieved complimentary meeting space, guest rooms and coffee break, plus four upgrades on one-bedroom suites and 20 VIP "bundle packages" with unlimited long-distance calls and high-speed Internet. Total savings and cost avoidance reached more than \$187,000.

The client and CWT have developed a strong, ongoing professional relationship.

### FAST FACTS

Industry: Oil

Scope: Single event, biennial forum

Volume: \$1.5 Million

#### Results at a glance:

- Customized Website for efficient reporting, easy registration
- Friendly, professional and capable onsite management
- Over \$187,000 in savings