

Pri-Med Educational Programmes Ltd

Communication, organisation and efficiency is intrinsic to the multi-event management process, whilst the ability to optimise targeting, influence customers positively and turn information into intelligence guarantees exception returns on investment.

The Brief

To implement a process, which enables online Delegate Registration for all UK based General Practitioners (GP's). The idea should entail, the gathering, manipulation and maintenance of all data stored. The registration process will be used for multiple events, primarily based in London; each London event will have a registration capacity of 1500 delegates as part of a UK programme of 6,000 registered delegates.

The Solution

The brief was met based on the information provided. It later transpired that the customer database held limited email records. Allowing for the significant short fall in data, we recommended a solution to achieve the same objectives these where:

- Alongside the on-line registration, added access to telephone, post and facsimile numbers. Thus allowing referral back to files for reference.
- Provided incoming freephone numbers to ease customer enquires.
- Formulated an online registration system to input information. Included data capture and other appendage opportunities to steer further programme content.
- Organisers given direct access to password-protected portal to real-time event statistics.
- Applied a unique identifier to every record, enabling us to create targeted mailing lists for event promotions, and track events that delegates had registered for, attended, cancelled or declined



- Use the unique identifier to transfer delegates from one event to the next.
- Co-ordinate all correspondence and response handling.
- Introduce bar-coded and colour coded name badges.
- Provided post-event certificate with accreditation.

The Results

- 47 events with an audience in excess of 10870
- Reduced attrition year-on year by 10%
- Successful database management – less than 1% returns.
- Proposed new meetings to meet growing demand of delegate's -introduction of In-Depth Diabetics.
- Growth of delegates registration year-on year by 16%

Anything Learned

E Marketing can be hampered by inaccessibility to E-mails records. Around 80% if any given target audience choose to Opt Out, thus preventing PII (Personally Identifiable Information_ being made generally available.