

AN ATPI CASE STUDY

CSM:
Bespoke Event
Technology



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“CSM partnered with ATPI Corporate Events to successfully deliver the conference under time pressure; the online registration tools were intuitive and the support of their events team with logistics and expert guidance was invaluable in making what was an inaugural International event a resounding success.”

Michael Hanley
Global Account Director

BACKGROUND

CSM Bakery Solutions is an international leader in the baking industry, producing a broad range of bakery products for customers in more than 100 countries. The company has 34 manufacturing facilities, 26 distribution centres, four innovation centres of excellence and more than 8,500 employees.

The CSM project team required an online registration platform and travel management for their international sales conference hosted in the UK for 270 delegates. The pre-selected venue was the iconic Manchester United Football Ground, Old Trafford.

THE CHALLENGE

The brief from the client was that they wanted their delegates to have a technological platform that could be used for registration, hotel reservations and also communications before and during the conference.

In addition, ATPI Corporate Events were asked to source accommodation on an

allocation basis for delegates at nearby hotels to the chosen venue. The challenge was obtaining over 250 rooms in several large accommodation blocks at hotels within a maximum three mile radius and in a short lead time of three weeks.

CSM also required some consultation on their conference agenda, which highlighted the need for ATPI Corporate Events to handle the transfers for the event.

THE SOLUTION

ATPI Corporate Events successfully created a positive delegate experience and handled the travel management for the event. Attendees were introduced to the event through a personalised email invitation designed by ATPI Corporate Events. The content included links to the online registration platform, as well as a branded bespoke website that enabled CSM to provide updates to the delegates regarding the agenda, speakers, hotel choices and local information.

In addition to regular email communication to delegates via the online

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system, an app was also launched for the event. ATPI Corporate Events designed a bespoke mobile app where delegates could access all the key data alongside additional content such as the dress code and table plan. Attendees could search and message one another through the platform and it was updated during the event to show live information such as departure pick-up times.

Using the leverage and buying power of the ATPI group, accommodation was sourced in five hotels close to the venue, with options ranging from 3* to 5* hotels and with flexible terms and conditions that allowed cancellations and changes until just prior to the event. Through the online registration platform, guests could choose and book their preferred hotel and make amendments directly on the site. Additionally, the availability of hotels was set by the seniority of the delegate through the registration site. For instance

VIPs were the only delegates that could book the option of a five star hotel.

Through careful management of the blocks and alerts that were set up, the ATPI Corporate Events team were able to increase or decrease the number of rooms held to ensure that all delegates had accommodation whilst also ensuring that cancellation fees were minimised.

Effective transfer management was integral to the success of this event as 240 delegates from Europe and the USA flew into Manchester Airport for the conference. Utilising further capability of the online registration system, ATPI Corporate Events requested and managed the flight information of these delegates, cross checking the validity of flights and grouping them together to ensure that transfers were cost effective. The ATPI Corporate Events team processed changes throughout the event with the transfer provider and arranged for hostesses to be at all three terminals to greet delegates on arrival.

THE RESULT

The conference was a success and as all of the logistics for the event were

handled through the online registration page and app, this saved time for the CSM project team meaning they could focus on delivering the meeting content and objectives for the event. The team also had peace of mind knowing that their delegates had a positive user journey pre, during and post conference as they were updated throughout to their mobile devices.

Cost savings were achieved due to the buying power of the ATPI Group through the accommodation and also using a preferred ATPI transport provider for the transfers.

A post event survey was sent to all attendees. The results were that ATPI Corporate Events received excellent feedback from both the attendees and organisers.

A full detailed budget breakdown was provided to CSM after the event that itemised all the services provided and also detailed the significant savings and discounts negotiated.

ABOUT THE ATPI GROUP

The ATPI Group is a long established travel management company and one of the fastest growing brands in corporate travel. With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries. www.atpi.com