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

our hero

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.

Northstar's Meetings Group produces around 15 face-to-face events annually, bringing over 1,000 highly-qualified meeting professionals and industry suppliers together at hosted-buyer programs. The programs balance educational curriculum with exciting networking events in some of the most popular meeting destinations around the world. By uniting meeting planners with meeting industry vendors, Northstar's events play a key role in connecting buyers and sellers in the retail travel marketplace.

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

challenge

Angela Cox, Northstar's Group Director, Meetings & Events, organizes these 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.

solution

etouches has given Northstar Travel Media a new way of doing business. "We chose etouches because of the capabilities of eSocial," said Cox. Privately and securely, eSocial 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.

about etouches

etouches is a leader in in-cloud event management software, covering every major function in the event planning lifecycle. Founded in 2008, the company has more than 800 customers in 35 countries. The multilingual, multicurrency software offers registration, budgeting, scheduling, event websites, mobile apps and more. The state of the art event platform created by event people for event people serves a global customer base that includes corporations, planners, agencies, and associations.

Angela Cox
Group Director, Meetings & Events
Northstar Travel Media

NORTHSTAR
TRAVEL MEDIA

Organize around 14 events annually

Maintains portfolio of industry brands: Meetings and Conventions, Successful Meetings, Meeting News and Incentive

northstartravelmedia.com

COPYRIGHT: WWW.PIXEL-PRO.COM

Successful Meetings University - International 2014

COPYRIGHT: WWW.PIXEL-PRO.COM

Successful Meetings University - International 2014