



Case Study: University of Washington

The University of Washington selects RegOnline's event management software as preferred online registration system

Background

The UW Conference Management (UWCM) is a division of Educational Outreach at the University of Washington. The Conference Management team has over 50 years of combined experience in the professional management of conferences, symposia, workshops and institutes.

UWCM specializes in the management and presentation of educational and scholarly meetings and its partnerships are with clients in all academic areas, government agencies, local industry, and professional associations. The Conference Management team is a small group of five people and provides various levels of support depending on the client's needs, from site selection and contract negotiation to registration support and on-site management.

Challenge

Prior to 2010, UWCM was using a home-grown registration and attendee management tool. This required hours of manual data entry and sorting through piles of paperwork. One of the biggest issues was limited access to information, as well as the fact that the information was not available in real time. "The system was outdated," mentions Jan Kvamme, Director of Conference Management. "It did not have the functionality we needed, which made it hard to market ourselves." UWCM decided it was time to upgrade their system to a more robust conference management software.

Solution

UWCM enlisted the help of the University's purchasing division and did its research and accepted proposals from ten registration software companies. Several other university departments joined in reviewing the proposals. In the end, the University selected Active Network's RegOnline product. "It was a combination of price and functionality," says Jan. "RegOnline had everything we were looking for and was really affordable." UWCM structured its relationship with RegOnline such that any University group can take advantage of the fully-negotiated and approved contract, which offers preferred pricing. In other words, the leg work has been done to ensure that any events taking place on campus would get the best deal possible, from a comprehensive system that has been tested and certified.



UW Conference Management

Customer at a Glance

Customer:
University of Washington
Conference Management

Solution: RegOnline

URL: www.uwconferences.org

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“RegOnline is free to try,” notes Debra Bryant, Senior Conference Specialist for UWCM, “so before we even decided to go with it, I jumped in and played around with the system. I really put it through the paces to see what it could offer us.” Here are some of the conference management features that helped the UWCM team make their decision:

- ▶ User-friendly, intuitive interface with quick set-up times
- ▶ Automated online registration and payment processing. No data entry!
- ▶ Real-time data that can be accessed 24/7 from any internet-ready computer
- ▶ Unlimited custom questions that include conditional logic
- ▶ Custom registration categories and discount codes
- ▶ Automated confirmation emails with tailored content
- ▶ Custom attendee and financial reports which can be accessed through the system or via a “smartlink” URL which leads directly to the report. “We do a lot of custom reports,” says Debra. “It’s easy because we can just send a smartlink to our accountant or to a client, and they can click on it any time they need up-to-date information.”

“So much of what we needed was pre-built in the system,” remarks Debra. “It was nice. But at the same time we are able to customize quite a bit.”

Results

The minute the University inked the contract with Active in 2010, the division put RegOnline’s conference management software into play with some complex events. “One of the first events to use RegOnline was for a very tech-savvy audience,” comments Jan. “The client really put the product to the test because they were so familiar with software systems and ended up having a great experience with it. It was a good way to launch RegOnline.”

UWCM has activated about ten events on RegOnline within the past year and approximately 5000 attendees have registered through the system. Clients seem to adopt the technology easily and the Conference Management team has seen a significant amount of time saved and a huge increase in efficiency. All data is centralized, accessible and up-to-date. Plus, RegOnline is continually developing new features (such as mobile technology and on-site management tools) to improve its offerings.

“It’s still too early to show any definitive quantitative results,” says Jan. “But I can tell you that we’re really excited.”