GAME/CHANGERS

National Trade Productions Case Study

A2Z Events Takes Center Stage with Growing Event Management Company

National Trade Productions (NTP) is a full-scope tradeshow and event management company providing strategic planning; sales, marketing and promotion; conference planning and logistics; and housing, registration and operations management services. Each year, NTP manages eight to twelve events that range in size from 80 to 800 exhibitors.

Prior to 2008, the NTP sales team was using contact management and floor plan management applications that had become unwieldy. With separate systems supporting selling and closing, keeping both databases up-to-date had become a labor-intensive manual process.

NTP's primary challenge lie in how to scale their systems to process a growing number of sales without adding additional staff.

30%

increased productivity by streamlining and automating processes for managing expositions

A New System Designed to Fuel Growth

Upon arriving at NTP, Chris Guthrie, Project Manager for Searchlight Associates, Inc., the IT services firm hired to lead the systems overhaul, immediately recognized how the right technology could both streamline operations and maximize revenue for NTP's clients. "NTP recognized they needed to be more efficient," Guthrie said. "The technology in the industry was moving quickly and their systems were antiquated."

After assessing options, NTP quickly made the strategic decision to replace their outdated tools with enterprise editions of two applications: Salesforce.com (SFDC) for customer relationship management, and Personify A2Z Events to manage events.

Moreover, NTP opted to integrate these systems to facilitate two-way communication of prospect and customer data, as well as order information. First, a team of experts was assembled to develop a deep understanding of the various requirements NTP had for the new, integrated systems. Technical teams for each platform then worked to author, test and deploy the code required to bring the integration to life.

"A2Z Events and Salesforce.com are both stronger products than we worked with previously," said NTP COO Karin Fendrich. "Having them communicate with each other is a significant benefit."

Project Manager Chris Guthrie concurs, "The data is still separately stored, but the integration provides a high degree of confidence that the data is the same in each system. Data integrity is one of the key benefits."

We are handling more volume with the same staff that we had before, and it is being done quicker and more accurately than before with reduced labor. Our cash flow has improved, our forecasting and tracking is better, and our exhibitors and clients are happier.

KARIN FENDRICH
*Chief Operating Officer,
National Trade Productions*

Best-in-Class Integration Drives World-Class Results

Now in its third year, the integrated sales and event management platform has nearly eliminated the use of paper-based order processing. "One of the primary goals of the project was to become more efficient," Guthrie said. "This was achieved in part through tight integration, by allowing information to be accessed from either platform and by eliminating double entry across systems."

Whether a staff member is working in sales or event management, the account history and current status are available at a glance. Getting from the initial conversation with a prospect to closing the deal is now much more efficient with fewer steps involved, and better information flow during contract processing. As a result, data entering the financial system is more accurate.

"Sales reps can work through a call list, create opportunities, launch straight into A2Z Events from within SFDC, and see their new opportunity in place and ready for booth selection," Guthrie said. With A2Z Events' real-time floor plan, booth assignment is quick and easy, allowing for rapid turnover during space selection.

15%
Increased sales dollar volume per sales rep

10-15%
Improved gross profit

3
less days to close sales

Next Steps

Thanks to the strong sales results and positive client response, integration of A2Z Events and Salesforce is just the beginning for NTP. "We are investing in our systems to be the best in the industry, and to provide our clients with accurate, timely and easy-to-understand reports," said NTP Sales Director Stacey Price. "We financially manage their shows with the best back-end system in the industry, which gives them peace of mind."

About A2Z Events

We offer a multi-event, multi-year system to meet a range of exposition management needs. Show organizers set up, manage and share the exposition floor plan online in real-time using access-level based admin access. Exhibitors use a secure portal to update their online and print directory information. Attendees plan for the exposition by searching for exhibitors, adding them to their favorites and creating a personalized walking map on any device. Visual dashboards and robust reporting provide mission critical data at show organizers' fingertips.

Learn More

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