



Space Management and Credentialing Solution Makes MDRT's Registration Process More Efficient

The Situation

The Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals, is an international, independent association of more than 72,000 members of the world's life insurance and financial services professionals from more than 500 companies in 70 nations and territories.

Each year, MDRT hosts an annual meeting for the world's top financial services professionals. The meeting, held in Vancouver, British Columbia, Canada, hosted nearly 6,000 attendees—69% of which were international.

MDRT's onsite registration area consisted of staffed computer stations where pre-registered attendees—as well as those wishing to register—could report to receive their conference packets and entrance badges. For its international attendees, MDRT set up specialized counters broken down by country.

It was difficult and time consuming for MDRT personnel to find the correct pre-assembled packets and badges due to lengthy names and/or misspellings.

The Solution

The Maritz Global Events onsite team worked with MDRT to recreate the registration area featuring 14 stations equipped with Scan-N-Go technology, a mobile cellular barcode scanning system, where attendees could print out their own badges.

“ The updated process turned out to be a big hit with our attendees and exceeded our expectations in every respect. ”

Continued next page...

The Results

The implementation of the pre-registration area with Scan-N-Go technology was a success. It resulted in shorter lines and less wait time, enabling attendees to obtain their conference packets and badges quickly and efficiently.

This helped limit interactions with MDRT personnel, avoiding the challenge of language barriers for international attendees.

MDRT's registration process normally took two to three minutes per attendee. With Maritz Global Events' Scan-N-Go technology, it took only 20 to 30 seconds per attendee. This allowed for a smoother, faster and more precise registration process overall, and kept both personnel and attendees happy.

“ At our most recent Annual Meeting in Vancouver, our Maritz Global Events team suggested a new on-site registration process that was quite a divergence from our normal operation. While we were somewhat hesitant to make a change, we were reassured that the new procedure would be more user friendly and efficient than our current process. We were not disappointed!

Maritz Global Events has proven to be a true and trusted partner in every sense of the word helping to guarantee the success of our housing and registration process as well as making our meeting a more enjoyable experience for all attendees. ”

*Ray Kopcinski, CMP
Director of Meeting Services
Million Dollar Round Table*