

"AN AVERAGE 6,000 ATTENDEES FROM 52 COUNTRIES ATTEND NOVELL'S BRAINSHARE USER CONFERENCE EACH YEAR. OF THAT NUMBER, 4,000 NEEDED HOUSING DURING THE WEEK-LONG CONFERENCE. THIS YEAR, A STAGGERING 99% USED THE ONE-STOP ONLINE SHOPPING EXPERIENCE PROVIDED BY PASSKEY WITH NOT ONE SINGLE COMPLAINT, LOST RESERVATION OR ERROR OCCURRING!"

MIKE MORGAN, DIRECTOR OF EVENTS, NOVELL, INC.

Novell, Inc.

Novell, Inc. & Salt Lake Convention & Visitors Bureau...an ideal match.

In the past seven years since event organizers started using the Internet for housing, acceptance by conference attendees to book online has been a slow process at best. However, if you are Novell, Inc., a leading provider of information solutions, and you host the BrainShare® User Conference each year, then your attendees not only want to book online, they expect that their company is using the latest technologies available to accommodate them. And these attendees should know it because BrainShare is the largest event of its kind dedicated to providing Novell clients with the latest solutions and ideas to further increase their market share of business on the Internet.

With a goal of bringing 6,000 tech-savvy participants to Salt Lake each year, Novell needed to find the ideal online booking tool to provide its users with the highest level of accessibility and reliability in a seamless, one-stop shopping experience that integrated conference registration and hotel reservation all at once. Selecting Salt Lake team of housing professionals as their preferred partner, Novell demanded and received a flawless integration of registration and hotel reservations for their event with the help of Passkey RegLinkSM.

Before Passkey

Prior to 2002, Novell worked with a more costly travel company to handle group housing for its annual BrainShare User Conference. Because access was provided by more traditional means, it was difficult for Novell to accurately track room blocks and deal with last-minute reservations or modifications. This often resulted in lost revenue due to book-arounds and not fulfilling negotiated hotel contracts. Novell first turned to Salt Lake CVB in 1999 to make reservations for attendees at hotels after the cutoff dates, traditionally 30 days prior to the event. It was not until after the conclusion of their 2001 event when service contracts were up for review that Tina Stark, Director of Housing Sales for the Salt Lake CVB, convinced the Novell team that she could provide not only an experienced Housing Team, but provide a truly automated system that would work for Novell and, most importantly, BrainShare attendees. Given the scope and size of BrainShare, generating approximately \$3.7 million in hotel room revenue alone annually coupled with the long-term commitment to stay in Salt Lake City, Mike Morgan, Director of Events, Novell, Inc., explains, "We were blown away by the service and expertise of the Salt Lake CVB staff. They brought together the missing element of other booking services...personal service, as well as provided us with cost-savings through true integration of their housing solution with our preferred registration system."

Novell[®]



With Passkey

Morgan notes, "Passkey RegLink allows for complete integration with our preferred registration system. This is perfect for the meeting planner, but most importantly, from an attendee standpoint it feels like a single point of entry." This is possible because Passkey's RegLink technology allows all attendee-entered registration information to seamlessly transfer to the hotel reservation portion of the process, eliminating data re-entry and saving time for the attendee, and capturing the attendee at the time of registration to book their hotel room within the negotiated room blocks. In turn, meeting planners can access up-to-date reservation information and monitor the room blocks more closely, which ultimately reduces attrition, and thereby solidifying better hotel contract negotiations for future events.

Business Profile

Client	Novell, Inc.
Headquarters	Provo, UT
Year <i>Passkey-enabled</i> SM	2002
Event Room Nights Generated to Date	27,430 nights
Total Economic Impact	\$5.5 Million
Hotel Room Revenue Generated to Date	\$3.7 million

Aside from cutting labor and overhead costs for registration and housing, as well as reducing attrition, in 2002, online bookings (already well above average given the Internet proficiency of BrainShare attendees) jumped to 66%. For the following year, Novell conceived a clever use of prior earned complimentary hotel rooms to encourage online registration and hotel bookings by having those who booked online be entered in a drawing for a free conference, including registration and hotel. This incentive program has proved successful thus far and is being implemented with other groups.

In addition to pleasing attendees with the event's seamless registration/housing process, proven by the fact that there were no complaints, the participating hotels were also pleased with Passkey's

real-time reporting capabilities. Morgan notes, "The ability to access accurate information at all times allows us to fill our room blocks - fulfilling prior hotel agreements and to avoid booking errors at the event itself." This together with Salt Lake CVB's exemplary training for the hotels, created the ideal situation between CVB, hotels and meeting planner to ensure repeat group business.

Both Novell and Salt Lake CVB professionals agree Passkey RegLink is definitely the key to the success of this relationship. Even with Novell using several different methods for conference registration and hotel booking, whether the attendee completes both processes at the same time or returns at a later time, there is no need to re-key data and it all integrates quickly, easily and without error. And with a track record of 66% attendees completing their registration and hotel bookings online since 2002 without a single complaint, it's a safe bet Passkey is the future.

