

Targeting and Driving Attendance

SITUATION:

- America's largest chain of drive-in restaurants hosts an annual national convention attended by up to 4,200 franchisees, operators and crew members
- There are three distinct events within this program:
 - A pre-convention two-day event for the operating division
 - A tradeshow for approximately 250 exhibitors
 - A three-day national convention
- The convention is heavily sponsored by the client's supplier network

OBJECTIVE:

- Attract the different audiences to the event by communicating the many options available to gain knowledge that will help them grow their respective businesses
- Streamline registration processes to ensure capture of all relevant data for attendees
- Ensure potential sponsors are aware of all opportunities to generate the best value for their contributions

SOLUTION:

- Four months prior to program operation, BCD M&I launched a predominantly electronic communications campaign to generate excitement and educate potential attendees on the opportunities available at the convention



- Six password-protected registration forms were developed and implemented to provide the attendees with audience-specific information
- Important sponsorship opportunities and payment details were pre-loaded in the relevant forms to ensure accuracy of financial data
- Program branding carried through from launch to on-site operation, ensuring a consistent message at all stages of the event
- Three program managers were designated to manage the day-to-day logistical requirements of the convention—ensuring equal attention for corporate, operational and supplier attendees

RESULTS:

- Post-program briefings between the client and BCD M&I teams—facilitated by a third party—cover all aspects of the convention and build on experience to provide a road map for future conventions
- Since 2002, BCD M&I has been successfully planning and operating the convention, and with each year, the relationship the team has built with Sonic continues to strengthen