CASE STUDY on Event Relocation

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- The M&A Source is a community of mergers and acquisitions advisors representing "the source" of opportunity and professional growth for those dedicated to the lower middle market.

Meeting Expectations

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- More than 27 years experience in full-service association management
- In-house event management, site selection, marketing, and creative services
- Based in Atlanta, GA, with additional locations across U.S.

Challenge

Twelve weeks prior to M&A Source's semi-annual conference, the association's host venue realized it had double-booked and would not be able to host the event.

Actions Taken

Step 1 Site Selection team takes action to source and contract new location

Step 2 Marketing team pivots, developing new campaign to inform current registrants

Step 3 Omnichannel marketing for new location, using change to attract new registrants

Step 4 Leverage change as an opportunity – not just a challenge – to deliver more at lower cost

Goals

- Secure new location – quickly – that would meet event needs
- Manage last-minute change without disruption for members/attendees
- Conduct successful event

Insights/Learnings

The value of having an expert sites selection team managing contracts was never more apparent. By having our in-house team ensure that all contingencies were covered, M&A Source – and its registrants – were able to move sites with limited disruption.

Results

- Contract provisions covered all additional costs incurred – for registrants and for the association
- Through diligent oversight, Meeting Expectations was able to actually reduce overall conference costs for M&A Source
- Reinvigorated, quickly produced branding and creative helped maintain attendance levels.