

Organizing the Annual Partner Retreat Made Simpler with MeetMax.com



MeetMax
MAKING MEETINGS WORK

Francesca Tuffy, office administrator at Dewey & LeBoeuf, LLP, is responsible for organizing the annual Partners Retreat.

In year's past, Francesca organized the event for the 300 partners using spreadsheets. "It was a nightmare," Francesca recalls. But when, in 2007, Dewey & LeBoeuf merged with another firm, Francesca knew that organizing a retreat for 500 partners was going to require a more sophisticated tool.

Francesca looked at a number of commercially available tools. "I wanted one that I could control," she recalls. "I wanted to do more than just put our logo on the page. I wanted to be able to manipulate the content on each page." With MeetMax.com, Francesca found an event registration system that provided the kind of flexibility and control she was looking for.

"Basically, it was like my own system"

"MeetMax was a pleasure to work with."

Organizing the annual partner retreat involves managing hotel blocks, arranging shuttle transportation between the airport and hotel, providing a variety of activities – everything from rounds of golf and spa appointments to museum trips and kayaking excursions, and hosting kick-off dinners at a variety of restaurants both on and off the resort property.

Using MeetMax.com, Francesca was able to configure the registration page to collect information on special needs her guests would have for transportation, activities and diet. And, guests could indicate which location they preferred for the kick-off dinner. By customizing the text on each screen, she could provide event-specific information and instructions. Francesca wanted an alternative registration form for managing late registrations, and registrations on-site. This was no problem for MeetMax.com.

"Support was above and beyond."

The Activities function within MeetMax.com provided her with the flexibility she needed.. Not only could guests make reservations for each activity but also they could specify different options – like golf club or tennis racket rental, or different spa treatments. And Francesca had the capability to manage capacities for all of the activities.

Reporting was also important to Francesca. She needed to have access to up-to-the minute information about registrations, hotel reservations, counts and attendee lists for each activity. And, she needed the ability to pull information out of the registration system easily. "The reporting in MeetMax.com was good," according to Francesca, "MeetMax was a pleasure to work with."

"I thought it was very reasonably priced. Support was above and beyond," recalls Francesca. "The support staff was always available to me. No matter when I called, you would respond within an hour."

About MeetMax.com

Serving demanding clients since 2003, MeetMax is an online registration system for corporate conferences, incentive travel and other high-value events. It specializes in sophisticated features beyond the generic registration process – and provides a user friendly, highly responsive customer-service environment for helping meeting planners to plan, manage and achieve successful events. Want more information on how you can use MeetMax.com to make your event planning simpler? Contact MeetMax Sales, 518-691-0443, or find us on the web at www.meetmax.com.