

# ENHANCED AND CONSISTENT SPONSOR BRANDING ACROSS REGISTRATION MATERIALS LEADS TO INCREASED REVENUE.

The Kansas City Chapter of MPI organizes 12-18 meetings each year for local meeting professionals. The volunteer planning committees have been using RegOnline® by Lanyon for 8 years, and have realized the following benefits:

- + Incremental sponsorships due to ability to easily and consistently highlight ads and logos (with links to sponsor sites) across meeting registration sites and follow up communications.
- + **100% planning efficiency**
- + Ability to plan multiple meetings simultaneously
- + Optimized logistics for both meeting organizers and attendees
- + Utilizing RegOnline's survey tool helps gather attendee feedback and address ongoing attendance challenges and objectives



“ All of our areas of planning, such as attendee lists, tracking, communications, payments, and more have reached 100% efficiency. Logistics are great and we've been able to bring in additional sponsor dollars. ”

Cheryle Grinter, Chapter Administrator, KCMPI

Learn more about RegOnline:

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