



HEAR US OUT – SAVE TIME ON TEDIOUS TASKS

REGONLINE® BY LANYON CLARIFIES THE REGISTRATION PROCESS

AUTOMATION TURNS MANY ACTIONS INTO FEW ACTIONS - WITH THE SAME OR BETTER RESULTS

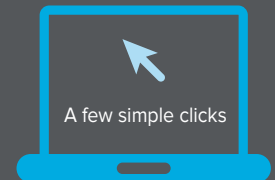


BEFORE:



Manual Entry and Multiple Manual Emails

AFTER:



A few simple clicks

90%
Time savings through automated process

Highlight:
Communications and registration tasks are completed in one-tenth of the time.

IMPLEMENTATION PLAN

Unitron's meetings are critical to success, enabling training and building relationships with thousands of hearing healthcare providers. Adopting RegOnline® by Lanyon was an important step to making event planning manageable for the one event planner responsible for all meetings.

RegOnline's automated processes replace various manual tasks that are very time consuming and inefficient.

unitron. Hearing matters

TIME SAVINGS & EFFICIENCY

Prior to implementing RegOnline, Unitron provided a form for all meeting registrants to complete. Once the form was emailed or faxed back, the event planner manually entered all information into a spreadsheet and responded with a confirmation email. Another reminder email was sent to each attendee approximately one month prior to the event with any updates – again, manually.

With RegOnline, all information is entered directly into the database by the registrant, allowing easy access and reporting by the event planner. Confirmation and follow up emails are automated, by audience segment as needed, and sent together at designated times. Automating the process has led to 90% time savings for the event planner.

BACKGROUND

Unitron is a manufacturer of hearing instruments such as hearing aids. The company holds close to 450 training and business development meetings annually for an audience of hearing healthcare professionals (e.g. audiologists, dispensers). RegOnline allows Unitron's event planner to effectively and successfully manage these meetings.

“RegOnline has made life easier. Automating the data collection and attendee communication processes has been very valuable.”

Maria Cabrera, CMP, Event Planner, Unitron