

CUSTOMER SUCCESS STORY:

Access Intelligence



Access Intelligence is a worldwide information and marketing company, specializing in business intelligence and marketing solutions in nearly a dozen market segments including aerospace, marketing, energy, engineering, and healthcare. Their event operations are run out of the Rockville, Maryland office where they support over 100 events annually. These events range from small awards breakfasts and summits, all the way to large city-wide events hosting thousands of attendees every year.

Products Used:

[Cvent Supplier Network](#)

**\$10
million**

average meeting
spend annually

81%

time savings
per event

100+

events annually

Sourcing Struggles

Shortly after Liz Johnson, Senior Operations Coordinator, joined the Access Intelligence team, they started evaluating Cvent as a partner for strategic venue sourcing. The team was looking for a more efficient way to source venues, as they were becoming frustrated by lengthy and disconnected processes. With a team of 10 planners, they quickly realized there was no easy way to efficiently share key information across the group. As the organization began taking on more events, Liz and her co-workers were faced with routine disgruntlement by the venue sourcing process, and worked diligently to successfully manage their additional event responsibilities in a timely manner. The entire sourcing process from start to finish could take upwards of 20 hours per-event.

With such a wide range of events, researching, creating and sending RFPs grew more and more tedious for the team. "Within Cvent, our team can copy and tweak RFPs, rather than reinventing the wheel. The ease of being able to create RFPs within Cvent is very popular with our team," Liz says.

One of the most time-consuming pieces of the puzzle was the venue research and selection process. Searching for new venues could be a daunting task for the team, like searching for a needle in a haystack. “When it comes to what venues are out there, you simply don’t know what you don’t know. We hated the idea of missing out on ‘hidden gem’ properties of which we simply were not aware,” Liz states. They didn’t have one central place to store all sourcing data and things would get lost in the abundance of quickly expanding events they were planning. The team needed a way to streamline the entire process to put more time and energy back into managing seamless events for their clients.

Finding the Right Partner

Once they started evaluating eRFP technology solutions, Cvent immediately became a frontrunner. “It wasn’t a hard sell,” Liz starts. “Initially showing the capabilities that Cvent offers and demonstrating how easily you can search and send RFPs was huge. Showing how all-encompassing Cvent’s information is, was what initially drew us in.” The Access Intelligence team saw how powerful this solution could be to their sourcing processes. “The team could immediately see the time and energy savings Cvent could provide, as well as the access to information that we didn’t have before.”

Not only was the eRFP creation process a huge draw, but the amount of time they could save in the bid comparison process really solidified their confidence in Cvent. Comparing all the bids they received alone could take up to 4 hours per RFP. Before using Cvent Liz states, “The bids would all come back in different formats, often with different information missing from each one. Some were extremely vague and others had complete detail. This required a lot of follow up to determine if proposals were even advantageous for us to pursue.” Within Cvent, Liz and her team were able to customize their RFPs, dictating ‘required questions,’ consequently eliminating a lot of the back and forth in the initial bidding process.

Following up with venues, shortlisting and finalizing the venue took them over 8 hours per event. The team knew that Cvent would streamline their processes and help them become more efficient.

“When it came time for a show to be sourced, it would often take top priority. There were additional projects that the team did not have enough bandwidth to take on, due to the tedious process of sourcing a venue.”

– Liz Johnson

Senior Operations Coordinator,
Access Intelligence

Time Savings and Sourcing Success

“With Cvent we’ve been able to eliminate up to 16 hours per event of sourcing drudgery,” Liz notes. This equates to 81% in time savings. The entire process had been streamlined for Access Intelligence—everything from searching for venues, communicating with existing supplier contacts, compiling rates, to reporting. Cvent is a win-win for their team and the properties they work with. “Cvent connects our team with exactly the properties we are looking for, enabling us to make high-impact relationships,” Liz adds. The technology has helped them maintain existing supplier relationships and grow new relationships in the industry. “We can go through the bidding process a lot faster than before and crank out more contracts in a timely manner. We especially love that we can always keep our NSOs copied on everything.”

By leveraging the power of Cvent’s venue sourcing platform, Access Intelligence has increased efficiency across the department and significantly impacted their bottom line. “Venue sourcing has become a more manageable process for the team. We can focus on other projects confidently knowing that Cvent is keeping the ball rolling on our RFPs during that time. It definitely frees up a lot more time and energy to allocate more attention to other aspects of our events.”

eRFP technology has become an integral part of the Access Intelligence team’s sourcing process and is a strategic piece of their event management program. Liz says, “Cvent has helped bring us to the next level of professionalism. When a property receives our RFP through Cvent, they know we mean business.”

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