

# EMS Case Study *Dean Evans & Associates, Inc.*



## Registration + Metrics = EMS Regics

At Dean Evans & Associates, we spend the majority of our time enhancing and supporting the software that helps our customers efficiently manage their facilities and events. But we still needed external software when it came to registering our clients for our annual EMS Users Conference – until now.

We're using EMS Regics™, an event registration and survey creation tool, which we developed and test drove internally before releasing to the public. EMS Regics empowers users to create, customize, manage and modify their online event registrations and customer surveys. Just ask our tradeshow and events coordinator, Kristie McBride, who is in charge of bringing hundreds of our customers together for DEA's annual conference.

"I'm impressed with how flexible and easy-to-use EMS Regics is," said McBride, who recently transitioned from the old, third party product to EMS Regics. "It's simple to create and edit registrations and surveys with the system's drag-and-drop editing, multiple levels of question 'dependencies' and user-defined question groupings."

## Cultivated to Customize

This customizable software allowed McBride to streamline the registration process for our events with dependency questions. Based on a user's prior answers, Regics determines if additional questions

are applicable to that individual. If a question isn't relevant to a user, they won't see it. For example, if an attendee registers and indicates they'll be staying for dinner, the survey software can prompt them to choose between a chicken, steak or vegetarian meal. It's always easier to nail down the details in advance, and EMS Regics can help you drill down to any level you desire with unlimited questions. McBride said her favorite feature of the software is the ability to write and organize survey and registration questions into sections she creates instead of being confined to a predefined format.

### Fast Facts

- **Customizable** registration/survey sections and questions
- Among **lowest per-transaction fees** and total cost of ownership available

"Other registration software forces you to include certain categories like 'travel' or 'accommodations,' which may not be relevant to your event," McBride said. "Regics lets you create sections and write questions aimed at whatever information you need to collect."

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She was able to add our conference logo, fonts and colors in EMS Regics, giving participants a seamless experience by taking advantage of the software's ability to brand registrations and surveys.

## Saving Time by Design

McBride doesn't have to waste time manually monitoring our conference's registrations. EMS Regics notifies her when a participant registers, cancels or is wait-listed. The software can also send out customized confirmations and automated reminders, which promote high event attendance. In this case, she included information on area hotels and directions to our event in attendees' confirmation notices.

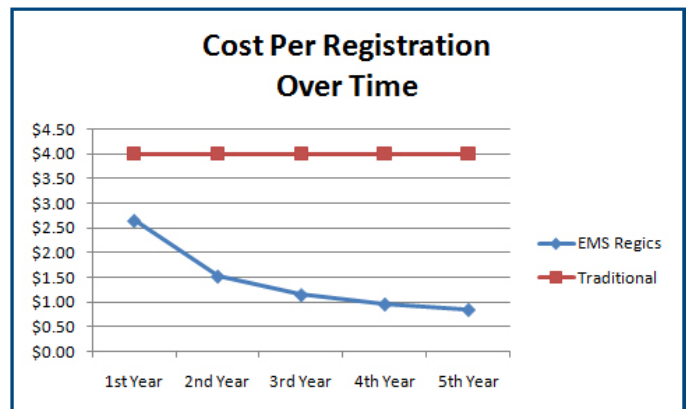
McBride also used the inventory capability to her advantage. The EMS Users Conference includes the option to participate in a full day of Pre-Conference Training, which is limited to 25 attendees. When the event reaches capacity, Regics automatically removes the option to attend the Pre-Conference Training.

In the future, McBride plans to use EMS Regics for a wide variety of events and surveys, including dozens of roundtable discussions we have with customers each year, online webinars, DEA's corporate gatherings, technical support surveys, new customer surveys and the Facility Utilization Benchmark Survey.

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## Creative and Cost-Effective

Until we created EMS Regics we were frustrated by the cost of pay-per-participant online services, which average anywhere from \$3.50 to \$4.50 per transaction. Our per-transaction fees and total cost of ownership are among the lowest available, making EMS Regics a cost-effective registration and survey solution for any organization.



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For more information on Dean Evans & Associates, and the company's event management, master calendaring, online registration and survey software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

