

# EMS Case Study *Professional Scientific Organization*



*A Professional Scientific Organization plans Small Meetings & National Conferences using EMS Software*

## Too Successful for their Software

A professional scientific society realized it was time for a new discovery: an efficient and effective approach to managing its popular, twice-a-year gatherings. These meetings significantly contribute to the society's mission of advancing science worldwide. The organization's two expositions attract more than 275 companies and 25,000 scientific professionals. Scheduling and planning for these events – which involve technical sessions, business meetings, workshops and social events in a variety of hotels and facilities – was becoming increasingly cumbersome. Even the organization's internal IT team favored a bold, new approach over trying to maintain and update the organization's in-house scheduling software.

## A Different Type of Research

Committed to conducting the best programs, events and activities for its 160,000 members, the organization began to look for a solution. After six weeks of gathering information and comparing the features of 30 different scheduling products, the society's technology team decided on the EMS Professional from Dean Evans & Associates. Their experience with EMS Professional was so effective in helping meet the demands of meeting planning,

resource scheduling and services scheduling, that the organization soon upgraded to the more robust EMS Enterprise package.

### Fast Facts

- Two national expositions each year with more than **275** companies and **25,000** scientific professionals
- **160,000**-member scientific organization

## Discovering a Solution

“Before EMS, we weren't able to accurately track our meeting-related costs and invoice for them in a timely manner,” said the group's Manager of Technology Projects.

According to the same manager, the EMS Professional installation was completed with “minimal effort” in about 30 minutes, and the upgrade to EMS Enterprise was also “trouble free.” For both installations, Dean Evans and Associates staff

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conducted on-site training and consulting and answered questions for the products' newest users.

"They see it as a great improvement over what we had, and our senior managers like EMS because it provides an archival resource for understanding what was done at a meeting," the technology manager said. "EMS' multitasking environment also lets us input data more quickly for each of our national meetings, saving us time and money."

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## Resources and Rewards

EMS allows for a detailed and streamlined process of accounting for meeting costs. EMS users can schedule individual meetings, track the costs of resources and services associated with each meeting, and then distribute the costs back to the various divisions.

Along with the upgrade from EMS Professional to EMS Enterprise, the professional society plans to take advantage of Virtual EMS, the web-based

interface that makes meeting room information and schedules available to employees and members throughout its organization.

As this scientific organization continually seeks ways to utilize the latest technological developments to provide professional services and support to its members, Dean Evans & Associates will continually deliver improved versions of EMS software products to offer the latest advancements in meeting planning.

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For more information on Dean Evans & Associates and the company's facility scheduling, web calendar and online registration/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.

