Optimized data management, a professional sales process and efficient revenue collection

Leading congress organizer INTERPLAN streamlines processes in their Exhibition & Sponsoring department with Ungerboeck Software

THE CLIENT
INTERPLAN Congress, Meeting & Event Management AG was founded in 1969 and has organized more than 2,500 national and international congresses with a focus on medical and scientific fields since then. Numerous German and European medical associations are long-term customers of the congress organizer. 120 employees represent INTERPLAN in 4 locations: Munich, Berlin, Hamburg and Leipzig.

THE CHALLENGE
With the increasing number of events and employees the need for a central database became obvious very quickly. The main goal for INTERPLAN was professionalizing the sales process as well as the complete handling of accompanying exhibitions and sponsoring activities. "We didn’t have a database, but various excel lists. This works for a small company. But as a company grows, like INTERPLAN did, the consistent maintenance of data gets more and more difficult” explains Oliver Heinke, Head of Exhibitions, regarding the motivation to search for appropriate software.

THE DECISION FOR UNGERBOECK SOFTWARE
Several providers were considered in the selection process. “As an alternative, we investigated the possibility of buying individually built software,” says Heinke, since the requirements of the congress organizer were very extensive. In the end INTERPLAN chose Ungerboeck Software based on the comprehensive database structure, which allowed configuration according to the sales team’s workflow processes and preferences. Another contributing factor for their selection was Ungerboeck’s longtime experience and around the clock support. INTERPLAN has been using the system since 2007.

“"All in all Ungerboeck Software is the centerpiece of our operations which everything revolves around.”

Oliver Heinke
Head of Exhibition

INTERPLAN organizes about 70 events per year. The “Exhibition & Sponsoring” department takes care of planning accompanying exhibitions for roughly 50 of those congresses. Events vary in size from only 10 exhibitors and 100m² up to 250 exhibitors with a total area of 6,500m². One of the major and a very prestigious event for INTERPLAN, the annual meeting of the European Association for the Study of Diabetes, is one of the largest congresses worldwide with about 18,000 attendees.
WORKING EFFICIENTLY WITH UNGERBOECK SOFTWARE

Where a separate mailing program has been in use before, Ungerboeck Software’s CRM allows INTERPLAN to handle the complete exhibitor acquisition process in one system. However, mass emails are only a small part of the activities that are covered by the software’s functionalities. Thanks to Ungerboeck Software’s Internet functionalities, INTERPLAN has automated the whole booking process by allowing users to bring information from the system online in a direct and very fast manner. Customers can find everything they need on event specific web pages. This includes, for example, online registration as an exhibitor, booking their booth space, and arranging additional services. According to Oliver Heinke this “has a consistent format and can be standardized very easily. Therefore it is a quite quick process.”

Thanks to the integration of the Ungerboeck Exhibitor Floor Plans with AutoCAD capabilities, floor planning was noticeably improved. “The latest floor plan is always available. This enables sales representatives to have an immediate overview of which booths are still available. Thanks to email templates they can send out proposals directly from the plan with just one click. This means more efficient processes for INTERPLAN as floor plans don’t have to be downloaded or updated manually all the time.”, explains Oliver Heinke. By publishing the floor plan in the online exhibitor portal, exhibitors always stay informed and up-to-date.

Additional improvements were made in accounting. Invoices are being created directly in the system and revenue collection is integrated as well. One single person now manages dunning processes for all projects in one central system. This contributed to a reduced workload for project managers – which meets their interests very well – as well as an increased productivity of the “Exhibition & Sponsoring” department.

The INTERPLAN team sees a particular advantage in the flexibility of v20, the new, browser based version of Ungerboeck Software. It allows every employee to access data anytime, anywhere. Altogether Oliver Heinke draws a positive conclusion: “Thanks to the possibility of standardizing a lot of processes, Ungerboeck Software simplifies workflows noticeably. This also reduces the individual workload and thereby boosts employee satisfaction.”

INTERPLAN’S PLANS FOR THE FUTURE

After shifting to the newest version of Ungerboeck Software, INTERPLAN wants to streamline the process of creating exhibitor catalogues. Exhibitors will then be able to directly upload data for publication to the system. Contact information, company and product descriptions, and the logo will then be saved in the database automatically without any additional time investment.

ABOUT UNGERBOECK SOFTWARE

Ungerboeck Software is the world leader in end-to-end venue and event management software for conventions, exhibitions, conferences, associations, universities, stadia, arenas and theaters. For most organizations, Ungerboeck Software delivers the capabilities of three to five separate software packages at a fraction of the cost including room scheduling and conference registration, CRM, booth sales, booking, CAD floor plans, budgeting, event management, operations, financials and more. Available in 6 languages, Ungerboeck software drives increased revenue and decreases costs for over 40,000 event professionals in 50 countries.

Ungerboeck supports its worldwide client base from its world headquarters in St. Louis, Missouri and regional offices in Germany; United Kingdom; France; Australia; China; and Hong Kong.

For more information, please call one of our offices or visit ungerboeck.com.

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