



“During our webinars, MeetingOne’s event services team has been great at helping us set up and execute our professional development lunch and learn webinars. Allowing our team to focus on other areas without having to worry about the details.”

-Crystal Moore, Director,
Education and Convention

CASE STUDY

American Chamber of Commerce Executives (ACCE)

Supporting and Developing Professionals through technology.

Customer Profile

Name: American Chamber of Commerce Executives (ACCE)

Industry: Association

Location: Alexandria, VA

Size: Over 5,000 members served nationally

URL: www.acce.org

The Organization

The American Chamber of Commerce Executives (ACCE) was established in 1914 to help chamber executives and their staffs play a significant leadership role in their communities. Chamber executives and professionals hold positions requiring leadership, vision and strong management skills. ACCE has dedicated its resources and energies to enhancing professional growth, career development and management effectiveness of chamber executives and professionals alike. Chamber executives and their staffs can capitalize on a wealth of information, leadership skills development, management techniques and innovative program offerings.

ACCE's mission is to support and develop chamber professionals to lead businesses and their communities. The organizational vision is that ACCE is the organization of choice for chamber professionals.

The Challenge

The ACCE, like most other companies, faced the challenge of reducing costs but still delivering quality products and services. They also wanted to ensure seamless backend management of events and conferences without the typical manpower it would take to coordinate a large in-house event.

The Solution

Convinced that conferencing represented a powerful opportunity to improve access for their members, cut costs, and reduce the need for additional support running events were all drivers in the adoption of audio and web conferencing. With the MeetingOne suite of audio and web conferencing services, ACCE is able to meet at any time, from anywhere, and provide quality knowledge, information and network opportunities to their entire membership at a fraction of the cost. MeetingOne's products meet ACCE's needs, including:

- Ease of use of the technology
- Demonstrated savings and efficiencies
- Training presenters on the technology
- Security capabilities
- Support monitoring and assisting with the events

The MeetingOne Event Services team plays a vital role in ACCE's meetings. In a time when most companies are cutting services, MeetingOne continues to provide a high level of customer service that is unsurpassed in the industry. Their hands-on approach to service encompasses the entire process of an event. The services include: Uploading PowerPoint presentations into the Connect conference room; working with speakers prior to the event; introducing speakers and announcing the start of the meeting; managing the technical aspects of the webinar; managing both the Q&A sessions and polling; agents are available for troubleshooting throughout the session; immediate follow up with meeting results and a debrief of the event.

High quality end-to-end customer service is what makes the events successful; and the reason that ACCE continues to use MeetingOne for its audio and web conferencing services.

Benefits Summary

- For conferences with geographically dispersed audiences, audio and web-based tools like MeetingOne's add a significant amount of value to attendees.
- Conferencing tools reduce the high costs of events while still providing access to the information.
- Using sophisticated, high-quality conferencing services provides hands-on experience for members in the latest business technologies.
- Provides the ability for real-time peer-to-peer exchanges of industry best practices.
- Event team sets up the conference by loading PowerPoint's, introducing speakers, and monitoring webinars while assisting with polling and transitions throughout the presentation leaving the presenters able to focus on the material they are presenting.