a2z's Hosted Buyer Solution
Makes Marriott The Perfect Organizer

*"**Using a2z's hosted buyer solution was life changing.** For a team of me, myself and I, it took so much weight off my shoulders. From the time that I picked up the phone to the time we finished, it was a stellar experience."*

- Elizabeth Gooden
Marriott International

Just three weeks before the 2017 Marriott Customer Event at the 21st Annual Philadelphia Flower Show, project manager Elizabeth Gooden reached out to a2z with an opportunity and a challenge.

As the primary event planner, Gooden was searching for a hosted buyer matchmaking and appointment-scheduling solution that could be up and running quickly. a2z responded with speed, agility and a whole lot more.

Searching and Not Settling

Four years ago, Marriott added a hosted buyer component to make the event more productive for its hotelier participants. In that time, Gooden had used at least two different hosted buyer software solutions with varying degrees of success. Just "getting by" with a combination of automation and time-consuming, manual manipulation was becoming increasingly less helpful to her one-woman operation. This year, she wanted more: full automation that would take her out of the loop.

There's No "I" in Team

After talking to three other companies and reaching out to a fourth (to no avail) on Twitter, a Google search turned up a2z's hosted buyer solution. When Gooden reached out to them shortly before the event, she knew from the first phone call that things were going to work out. "They were eager to say, 'we can make this happen, we're here for whatever you need, we understand your time frame and you have our full attention,'" she recalls.

Unlike platforms in which hoteliers and customers make selections in one database, but the actual matches and appointments are listed elsewhere or involve a manual process, a2z's solution puts participant profiles, selection and appointment generation in one location. Matches and appointments are generated automatically with the push of a button. Organizers can update, view and print appointments. Participants can view appointments online or via their mobile devices.

LEARN MORE OR SCHEDULE A DEMO:

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Quick Results

By pressing a2z's hosted buyer solution into service, Gooden achieved some amazing outcomes:

- Delivery of a customized hosted buyer solution in just a few days
- Decrease in the number of no shows for scheduled appointments
- Increase in the value of the hosted buyer program to the event
- Savings of tens of hours of planner time
- End-to-end automation of hosted buyer appointment-scheduling process

Getting Even More

The only downside of deploying a2z's hosted buyer solution so quickly was not having the time to learn everything the platform can do, Gooden explains. Nevertheless, besides being able to compare next year's usage data to the current year, she says she plans to implement the solution earlier in the event cycle so that she can utilize more of its features. "I would love to be able to go back to our customers and say, 'here's who you met with and to just be able to do a follow-up through the system, which is a capability we've never had before," she explains. She's also eager to use a2z to figure out how to provide her customers with the best matches and the most appointments. "We're constantly looking for that sweet spot," she says.

Highlights

Delivery of a customized solution in just a few days

End-to-end automation of appointment-scheduling

About a2z's Hosted Buyer's Program

Enable qualified buyers and sellers to engage in real business in a secure, fabulously managed environment. Take the guesswork and paperwork out of your hosted buyer program by matching registered buyers with appropriate suppliers using a2z's automated matchmaking technology. Your event participants will maximize their ROI by receiving high quality appointments based completely on precise demographics data and your event-specific business logic.

✓ Generate recommended matches for buyers using a2z's powerful matching technology

✓ Eliminate manual work and streamline the scheduling process radically

✓ Improve the participants' ROI and satisfaction levels from your hosted buyer program

Contact us today to discuss how a2z can help you improve your events: 📱 443-393-2443 ✉ sales@a2zinc.net ➹ www.a2zinc.net

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Three Powerful Platforms. One Integrated Solution.

a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, helping boost revenue, and enhancing engagement and value for event participants. a2z's solutions are used by 500+ clients to power 1,200+ events annually, including over 46% of the Top 250 U.S. shows.