



CASE STUDY FOR EVENT SCHEDULER

Challenge:

New York University wanted to give prospective students a better experience when they visited campus but with over 63,000 event attendees a year for both on and off campus recruiting events, they needed a better event management tool to handle the traffic.

Before using The Princeton Review's Event Scheduler:

- NYU used paper and phone communications only
- Managing attendance was manual and inefficient
- The experience frustrated prospective students and parents

In addition fixing the above problems, NYU wanted to appear "cutting-edge" to their students, reduce the volume of calls and RSVP cards yet not require additional staff.

Solution:

NYU evaluated "commercial" software for event management, none of which were designed or built for the admissions process. The price tag for these tools was also more than NYU wanted to spend. After a comprehensive on and offsite consultation process with The Princeton Review, NYU decided to adopt Event Scheduler to handle of its admissions-related event management needs.

Results:

- Prospective students immediately embraced the new process with over 60% of attendees registering directly through the school's website in the very first year.
- The admissions office manages events in an efficient and hassle-free manner. Since they can readily access registrant data by pulling it from the system electronically, they can:
 - Create name tags for visitors
 - Print rosters
 - Track attendance within the system
 - Send out automated or ad hoc communications to students
 - Load attendees into their admissions database
- The office can now estimate which time of the year are more likely to have no-shows in order to encourage last-minute walk-ins at events.
- NYU's admissions office has increased their level of customer service dramatically. The one person in their office answering the phones now has time to answer prospective students' question about where to stay and how to get there.
- Other benefits include:
 - Greater conversion rate on visitors
 - Better tracking of event statistics
 - Enhanced image as a tech savvy program