

# We Travel:

MANAGING EVENTS LOGISTICS AND EXHIBITORS FOR OVER 100 EVENTS PER YEAR

## CASE STUDY

### PROFILE

Since 1971, WE Travel has been one of Vancouver's leading conference and event management companies, organizing the smooth running of over 100 events a year. The company clients are mainly Canadian unions including the Canadian Labour Congress, Canadian Union of Public Employees, Public Service Alliance of Canada, Canadian Union of Postal Workers and Communications, Energy & Paperworkers Union. WE Travel also provides a wide range of travel services, from charter flights and vacation packages to hotel and car hire.



### CUSTOMER CHALLENGES

- WE Travel manages conference & events for over 100 provincial, regional and division unions as well as over 500 locals, affiliates and labor councils
- Most conferences 100 - 300 delegate size, but meetings can range from as few as 20 delegates to as large as 3000
- Planning and management of Canada's "Union School", which are 4 week long sessions, 10 - 15 classes per week, and one price for room, meals, class and inclusive functions each night. WE Travel found complications when delegates changed the week they were attending and the prerequisites

### SOLUTION

WE Travel was able to successfully use Certain Events for housing, functions, and travel. The biggest asset to WE Travel was the management login for their client's key conference people. They have used the ESP scripting for Exhibitors Booths and plan to use it for an upcoming event for all aspects of the meeting.

### BUSINESS RESULTS

- Certain Events gave WE Travel the flexibility to successfully handle any kind of event

“I think its great because no matter how similar each event is, they're all very unique in their own way. The people running the events each have their own way they want things done, how it looks and what part of the conference for which they use our services. eventsPro and eventsInteractive give us the flexibility to handle any kind of event.”

- Ian Sinclair  
WE Travel Senior Executive  
WE Travel

WE Travel first began using eventsPro in the late 1990s for housing, functions and travel. When eventsInteractive was developed they began to put it to use with great success.

“We use eventsInteractive for every meeting and its great. The biggest asset is the management login for our client's key conference people,” says WE Travel Senior Executive, Ian Sinclair, who is a devotee of eventsInteractive.

“We use eventsInteractive for every meeting and its great. The biggest asset is the management login for our client's key conference people. We still receive a lot of faxes and phone calls because they book small groups of 10 or so, usually with one name and “tba's” to block the space until they determine who exactly will be attending. We have used the ESP scripting for Exhibitor Booths and plan to use it for an upcoming event for all aspects of the meeting.

WE Travel's activities with Canada's union movement includes the planning and management of the “Union School”, which is achieved using a number of the eventsPro modules. “The school is four week-long sessions that start on Sunday and finish Friday. There are 10-15 classes per week and one price gets you your room, meals, class and inclusive functions each night. Where it gets complicated is when a delegate changes the week they're attending and the prerequisites,” says Ian Sinclair.

Ian Sinclair is impressed with the flexibility of the various eventsPro modules, remarking “I think its great because no matter how similar each event is, they're all very unique in their own way. The people running the events each have their own way they want things done, how it looks and what part of the conference for which they use our services. eventsPro and eventsInteractive give us the flexibility to handle any kind of event.”

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