

CASE STUDY: ASSUREX GLOBAL



Founded in 1954, Assurex Global is an exclusive partnership of the most prominent independent agents and brokers in the world. With \$30 billion in annual premium volume and more than 600 Partner offices, Assurex Global is the world's largest privately held commercial insurance, risk management, and employee benefits brokerage group.

“Thank you for all of your hard work, influence and persistence that turned a potential disaster into a great meeting. The Fairmont Princess was a home run! I know we could not of pulled it off without you!”

**Jim Hackbarth
President & CEO
Assurex Global**

Fairmont

OVERVIEW:

- North American Regional Conference
- 130 attendees
- Assurex Global received last-minute notice that their sleeping rooms would be moved to another hotel
- TenDot's quick solutions provided amazing results

CHALLENGE:

Assurex Global's team was thrown into a difficult and chaotic scenario when they were notified of a major change from their contracted hotel three days prior to their North American Regional Conference. The hotel informed them that their sleeping rooms were going to be “walked to” another hotel, and that the substituted hotel was located 40 minutes away from their contracted hotel. The timing and entire situation was devastating, leaving them with a limited timeframe to communicate the change to attendees and re-plan their entire program.

TENDOT'S SOLUTIONS:

TenDot secured the Fairmont Scottsdale for Assurex Global's conference. The Fairmont, one of our Family by Choice hotel partners, was selected as a best-choice solution to accommodate their entire conference. TenDot made this happen and within hours of the notification TenDot had the solution.

TenDot also negotiated with the original hotel to do the right thing and Assurex Global received:

- A complimentary future meeting
- Reduced future meeting's Food & Beverage charges by 50% and added a no-walk clause.
- 10% off their master bill
- Total of \$77,000 of concessions negotiated and provided to Assurex Global by the hotel.

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RESULTS:

Attendee Net
Promoter Score
was 79.

Found a way to get
to "YES" when none
should have been
available.

Reduced stress for
Assurex Global's
leadership and their
meetings team.

The overall attendee experience and the impressions made:

"My room was great, the food was good and the hotel staff was excellent. The meeting location was one of the best for me. Great job!"

"You guys rocked it with putting this together and changing the location at the last minute."

"Unbelievable job by Assurex staff pulling this meeting off considering the last minute changes. Well done!"

"Very nice facility. Can't believe Assurex pulled this off in just a few days!"

"Unbelievable that the conference move was pulled off with the Assurex team in a week. Very well done by all!"

"You guys did a great job under a difficult situation. Worked out seamlessly!"

"Not only does TenDot negotiate the best possible rates and hotels for us, they're an essential extension of our team. I've worked with them for several years and their problem-solving and quick actions ensure success for Assurex Global's meetings and conferences. They went above and beyond and absolutely delivered! I'm grateful to be part of their Family by Choice and have a trusted partner I can rely on."

Maggie Walton, CMP
Vice President, Meetings, Assurex Global