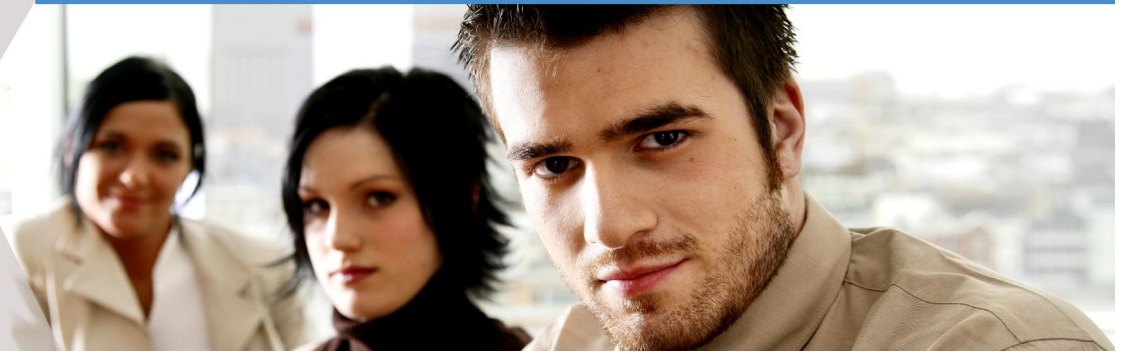


The logo for ESX inc. features the letters 'ESX' in a large, bold, black font, with 'inc.' in a smaller, green font to its right. The logo is set against a white background that is part of a larger graphic element on the left side of the page.

CASE STUDY

Lex Mundi Association of Independent Law Firms



How this association gained better control over conference registrations.

For an association with major conference events, seizing control over the registration and preparation process—and eliminating redundant activities—is critical.

“ We now have much greater control over our conferences and events with Association Catalyst from ESX.”

Melinda Eggenberger

Vice President
Lex Mundi

www.lexmundi.com

Situation

Lex Mundi, an association of prestigious law firms worldwide, conducts at least six conferences each year with increasing attendance every year. More than 600 attorneys registered in Lex Mundi events during the past year. Currently, Lex Mundi includes 160 member firms in 100 countries, which adds great complexity to the event planning and preparation process. The next six conferences planned will be held on at least three continents: two in North America, one in India, one in the Caribbean and two in Europe. These are high-profile events and one of the primary ways members experience the value they receive from Lex Mundi.

Before deploying Association Catalyst from ESX, our Access database and website were in separate worlds, said vice president Melinda Eggenberger. The only way for members to register for an event was to send an e-mail or to hand write or type the form and fax it. That's a little extra work for members and significant redundant work for Lex Mundi staff since every registration required data to be entered at least twice.

Challenge

Lex Mundi faced the challenges of growth.

Pressures were mounting from many sources: maintain a secure IT and website environment; provide constantly changing content to members on the website; accommodate growing participation in conference events; permit online registrations with secure credit card transactions; and all this with modest internal staff resources.

Neither a Web solution alone nor a Database solution alone could satisfy the range of needs Lex Mundi identified. Linking the members database to the Web site was the best solution. But how?

Lex Mundi Association of Independent Law Firms

Solution

ESX offers Association Catalyst-Web Catalyst as a single integrated solution for organizations facing the challenges of growth as Lex Mundi does. Integrating the member database with the website gives Melinda's staff greater control over website content as well as the entire event registration process. Member information is managed in real time for a better member experience and greater efficiency for the staff. Event registration data stays current. Reports can be easily pulled from Association Catalyst that provides Lex Mundi executives with up-to-date financial and event data.

Secondly, as Association Catalyst helps streamline and simplify the event registration process, staff time is reduced (both by reducing time handling enrollments and also by eliminating redundant activities such as preparing names for printing name tags).

Finally, as more members register online and make credit card payments up front, cash flow is enhanced.

Results

As more members utilize online event registration, the greater the benefits to the organization. Erin Warren, Events and Membership Coordinator, who manages the day-to-day event registration activities from beginning to end said, "Association Catalyst is user-friendly for our members as well as for staff working with the system. It gives us more control."

- Management reports permit monitoring who has enrolled and who is pending
- Financial reports inform management of actual vs. budgeted registration revenues
- Reports are easily run showing expected attendance at sub-activities within a conference
- Questions about dietary requirements can be captured in the registration so that preparations are made well in advance
- First-time conference attendees are identified so their orientation can be handled properly
- Name badge printing lists and other material preparation is automated
- Confirmation e-mails are sent automatically, which are comforting to those doing online registration for the first time and they prevent unnecessary phone calls

[How to Get Started >](#)

Call us at 1-888-875-7811 or visit www.esxinc.com for more information.