

ISAHP | WASHINGTON DC 2014

CONTEXT

- Every two years, the International Symposium on the Analytic Hierarchy Process (ISAHP) assembles academy and industry to share their experiences in researching and implementing this logarithmic decision-making process.
- For almost two decades, the challenge of facilitating the convergence of nearly 200 international participants has rested on volunteer teams replaced every two years.
- No system had ever been implemented to hand over best practices, organizational infrastructure, and event housing data to ensuing management teams.
- Previous symposiums have experienced a small, but persistent, decline in registrations and paper submissions.

CHALLENGES

- Create a system to ensure the transfer of best practices, infrastructure, and event data to subsequent management teams
- Fund the acquisition of technologies to reduce the time that event directors and track chairs invest in non-academic event activities.
- Ensure that infrastructure investments will also create value for future editions of the symposium

SOLUTIONS

- Fund the cost of several implemented technologies with financial resources captured from greater hotel rebates and other vendor financial concessions
- Allow MaestroMeetings to partially sponsor some event expenses with projected revenue from hotel commissions linked to the event
- Only acquire the technology strongly recommended by seasoned academic event administrators for its ability to reduce event administration time

RESULTS

- Event directors and track chairs can re-focus on the academic and promotional aspects of the event, which attracted the ISAHP's largest number of registrations and paper submissions to date.
- Greater registration revenue, greater vendor concessions, implementation of best practices, and MaestroMeetings' measured sponsorship made most infrastructure investments cost neutral.
- In 2016, ISAHP and successive events will benefit from existing infrastructure, captured housing data, established best practices, and improved brand recognition.