CASE STUDY

Delivering Efficient Registration for a First-Time Event

THE AMERICAN ASSOCIATION FOR ANATOMY

(AAA) represents a global community of more than 2,500 students, educators, and researchers in the anatomical sciences across nearly 60 countries. Its annual event, Anatomy Connected, is the premier gathering for anatomical science professionals, attracting over 1,000 attendees from diverse disciplines and career stages.

In 2022, AAA began a new chapter by launching its first-ever stand-alone meeting and tradeshow—an ambitious departure from its previous participation in a larger joint conference. To support this evolution, AAA partnered with SB for strategic planning and execution.

THE CHALLENGE

As part of its transformation, AAA invested in Cadmium Eventscribe to modernize and streamline conference operations. However, implementing the full breadth of Cadmium's capabilities—especially for full-service registration and onsite badging—required expert support. AAA needed a partner who could configure, integrate, and optimize these tools to ensure a smooth registration experience for attendees.

THE SOLUTION

SB, Cadmium's only certified managed services partner, guided AAA through a successful deployment of full-service registration, including self check-in and lead retrieval. Our solution included:

Full-Service Registration

- Custom registration form development.
- Consistent customer service.
- Financial management.

> "Launching our first stand-alone meeting was a big leap, and SB was instrumental in making it a success. Their team took the complexity out of registration and on-site badging, allowing us to focus on our attendees and the quality of the event. With their support, check-in was fast, smooth, and professional, setting exactly the tone we wanted for Anatomy Connected."
>
> **– Colby Shultz**
> **Senior Director, Meetings and Education**
> **American Association for Anatomy**

Self Check-In Badging

- Onsite management of all registration components.
- Reduced staffing and equipment needs, lowering costs by minimizing labor, hardware, and venue space.
- Significantly faster check-in, improving the attendee experience by reducing lines and wait times.

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This streamlined approach enabled AAA to present a professional, efficient, and welcoming first impression to its members and supporters at the launch of Anatomy Connected.

THE RESULTS

- SB managed the entire registration process, so AAA didn't have to divert internal resources to cover event registration.

- Fast, smooth onsite check-in, providing an excellent first impression and positive attendee experience.

- Operational cost savings through reduced labor, hardware, and space requirements.

- Successful integration of Cadmium technology without the burden of a complex learning curve for AAA staff.

THE CONCLUSION

By leveraging SB's expertise and Cadmium's robust event technology, AAA delivered a seamless registration experience at its newly independent annual meeting. This partnership enhanced member satisfaction and established an efficient registration model for future events.

SB delivers events that create non-dues revenue for our clients. We take care of everything—tradeshow sales, convention management, registration, lead retrieval, and tech support—so you can focus on your mission.

We 💚 Associations.