OneSystemPlus
by mci

The next generation of registration and housing is here.

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Who is MCI?

MCI is a global marketing and engagement agency, specializing in designing human-centric solutions that unleash the power of people to deliver innovation and growth for our clients. Through offerings such as registration and housing services, live and virtual events, strategic and digital communications, and consulting and community solutions, we help corporations, associations, and not-for-profits solve business challenges, bringing their people together to shape their tomorrow.

For more than 30 years, MCI USA's strategic events division has served clients in various aspects — from convention housing, registration and event planning to incentive and business travel programs. We offer complete solutions for associations and businesses looking to get the most out of their conventions, trade shows, meetings and events. One such solution is our next-generation registration, housing, and lead cultivation platform, OneSystem Plus.

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Why OneSystem Plus?

OneSystem Plus combines all the best features of traditional SaaS and custom platforms to bring clients registration, housing and lead cultivation services without limitations.

MCI USA developed this game-changing platform with show organizers in mind, giving them the speed, control and customization that no other platform on the market can.

Equipped with more user tools than any other platform on the market, show organizers, exhibitors and attendees are in full control of their experience.

OneSystem Plus has the functionality needed to service all events, whether large or small, simple or complex.

Registration

MCI has the people, processes and technology to service the largest, most complex shows.

Service

MCI USA is a full-service provider, handling every aspect of a client's registration needs. Our project managers are with you every step of the way. They ensure a smooth and easy onboarding process, and they manage our services onsite. Our skilled contact center agents are equipped to answer questions throughout the entire show cycle. Our onsite teams process all registrations and payments, print badges, verify attendance, control access to sessions and provide analytics that let you further understand your audience. The bigger the show, the bigger we show up for you!

Technology

With over 100 integrations already built into the platform, OneSystem Plus can be combined with any third-party application and meets every security and compliance requirement. Its business intelligence suite allows for standard and custom reports and dashboards. In addition, OneSystem Plus has the capabilities to serve the largest, most complex events. No programmers are needed, making building and maintaining sites faster than ever, which is both time and cost effective.

Housing

MCI has sourcing, contracting, and housing teams in place to provide white-glove service to your valued audience.
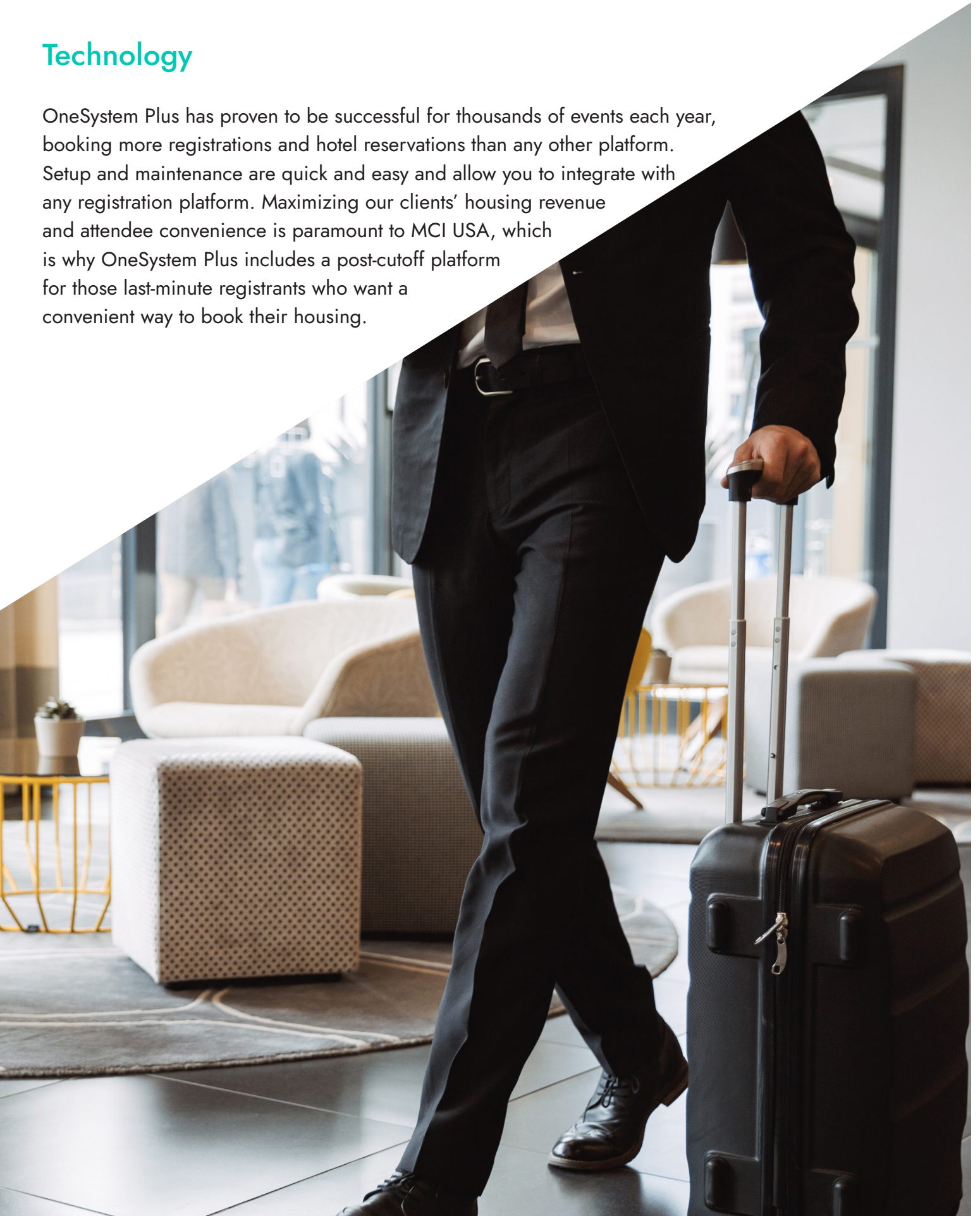
Service

MCI USA's housing clients are assigned a team of experienced industry professionals to deliver top-notch results throughout the show cycle. They work together to plan, implement, market and analyze your housing options, while managing your hotel blocks to increase bookings and decrease attrition.

Your team will guarantee your audience receives the best rates at the best hotels, and they'll renegotiate your contracts if market conditions change. At MCI USA, VIP specialists take care of your exhibitors, large groups and international attendees with concierge-level service to build loyalty. When it's show time, we show up for you with an onsite housing manager to guide your audience, assist with challenges and start the booking process for next year. Additionally, our contact center agents are available via phone and email throughout the entire show cycle.

Technology

OneSystem Plus has proven to be successful for thousands of events each year, booking more registrations and hotel reservations than any other platform. Setup and maintenance are quick and easy and allow you to integrate with any registration platform. Maximizing our clients' housing revenue and attendee convenience is paramount to MCI USA, which is why OneSystem Plus includes a post-cutoff platform for those last-minute registrants who want a convenient way to book their housing.

Lead Cultivation

MCI USA understands the importance and power of an exhibitor's ROI.

That's why we built the most state-of-the-art AI technology into OneSystem Plus's lead cultivation app, Plus Lead. With Plus Lead, attendee data is funneled into OneSystem Plus's GPT-based AI engine, providing exhibitors with a real-time score and a summary of the attendee's interests compared to the exhibitor's offerings.

This allows them to immediately rate and qualify the lead using data that can't be found in the registration database. This score and lead summary is constantly updated throughout the event as more behavioral data is compiled, allowing exhibitors to spend most of their time with the highest quality leads.

We provide all the lead cultivation services throughout the entire show cycle, so you can be sure your exhibitors' needs are met.

Contact Center

Experience the power of people being supported by the right technology.

MCI USA understands the power people have on the engagement level of your audience. Our contact center agents have the experience and skills to help your registrants with any registration or housing questions. They use modern call center software, an online knowledge base, and they're trained on every show they service. Each call or email goes through our ticketing software so we can manage the turnaround times and ensure every ticket is resolved. We're fast, courteous and knowledgeable, and we're here to serve your audience.

Marketing Services

Experience and creativity are the main drivers of success for your event's goals.

Every MCI USA client using registration, housing, and lead cultivation services will receive high-impact marketing services. We guarantee maximum exposure of the event and in-block bookings, and we make sure every exhibitor gets the right lead cultivation solution for their exhibit. The use of our marketing services is integral in achieving the financial goals that our clients expect when they choose us to manage their events. Clients will receive comprehensive, tailored email and social media plans to drive lead cultivation and housing numbers. We market based on registration category to clinch every opportunity possible for housing revenue.

Virtual Events

Reach the widest audience and the highest engagement at the event and beyond.

Your audience is large. Not everyone can participate in the in-person event. That's why OneSystem Plus has an integrated virtual event module. This simple, streamlined application allows your audience to consume the maximum amount of content being generated at, and for, the event. It lives before, during and after the event.

Mobile App

Integrated into OneSystem Plus is an easy-to-use mobile app.

All your important event data lives in the app and is updated in real-time. When users log in, all their personalized data appears in one convenient location. The mobile app is a must for any organizer looking to maximize engagement.

Features include:

· Attendee recommendations
· Appointments
· Surveys
· Tracking
· Attendee feedback
· Content generation

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