

# Eventsforce Event Management

Eventsforce Event Management is an easy-to-use web-based solution which addresses every aspect of the event management lifecycle: from planning, marketing and registration to event analysis and reporting.

Supporting thousands of events each year, Eventsforce Events Management is a highly secure system with flexible integration capabilities and licensing schemes that will suit your individual business needs.



Personalised Event Invitations

Custom Websites

Registration Management

Group Bookings

Sessions Selection

Online Payments & Invoicing

One to One Delegate Meetings

Email Communication Tools

Badges and Barcoding

Quick Search and Advanced Reporting

Social Media Marketing

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## Features



**Personalised Event Invitations** - Fill your events with the people you want by using personal registration links. Eliminate the need for passwords and offer access to event websites by specific visitor type.



**Custom Websites** - Produce branded mobile-responsive multilingual websites in minutes using our simple content editing interface. With Eventsforce, you don't need to be an expert in web design to build the perfect website for your event.



**Registration Management** - Create registration forms that capture the delegate information you want in the format you need. Show registration questions, webpages, emails and prices according to attendee types defined by you.



**Group Bookings** - Streamline the delegate registration experience by allowing multiple participants to register simultaneously. Delegates can book for themselves, as well as other people within their group.



**Session Selections** - Rapidly build your agenda online and link your sessions to room capacity and pricing information. Delegates can tailor their event experience by conveniently choosing online the sessions they are interested in.



**Online Payments & Invoicing** - Accept payments by cheque, bank transfer, invoice, credit card or online, all linked to specific pricing criteria and discounts, such as VIPs, members, speakers and other types of delegates. With the automatic addition of VAT or local taxes, your payment processes are safe and hassle-free.



**One to One Delegate Meetings** - Add value to your event by allowing registered delegates to maximise networking opportunities. Help them book meetings with other delegates and build their own personal diaries online.



**Email Communication Tools** - Increase the effectiveness of your event promotions. Use editable templates to automatically schedule and send branded emails to targeted groups within Eventsforce.



**Badges and Barcoding** - Create fully customised attendee badges with optional barcode scanning to capture important event attendance data.



**Quick Search and Advanced Reporting** - Measure the success of your events and increase ROI by creating, saving and scheduling reports on event data such as registrations, attendance, session selections and revenue.



**Social Media Marketing** - Increase your event attendance by allowing visitors to your event website to follow, share and engage with your event through all major social media platforms.



## 1. The Event Planner

- Decide who should be at the event
- Build the event website
- Create sessions and online agendas
- Send out the invitations
- Track registrations and payments
- Send out communications
- Deliver a great event
- Post event reporting and analysis



## 2. The Event Delegate

- Receive a personalised event invite
- Visit the event website to find out more
- Book a place at the event
- Choose sessions and additional items where relevant
- Securely pay online
- Receive timely event communications
- Attend a great event
- Benefit from post-event contact
- Look forward to next year's event



## Who Uses Eventsforce Event Management?

### The Event Planner

"Eventsforce is the solution I choose to manage all aspects of my event. From creating branded event websites to detailed registration forms. From building delegate agendas to managing online payments. From badges and barcode scanning to in-depth analysis on attendance and revenue. If it's important for my event, I know Eventsforce will help me manage it."

### The CEO

"Running an event can be a substantial investment, so we use Eventsforce to measure ROI and determine the success of each event. Its reporting functionality provides valuable insight on what worked, what didn't and what we need to change in the future."

### The Finance Director

"Eventsforce integrates with all major payment gateways, which provides a secure and reliable way for our delegates to process payments during registration. Integration with our internal finance system also allows us to generate and send event invoices, credit notes and received payments from either system. This not only saves us time but provides both the finance department and the events team real-time access to important and accurate financial information."

### The Marketing Manager

"There are two things that are really important to me: marketing decisions based on accurate and up-to-date information and ensuring my marketing campaigns are both effective and adherent to our branding guidelines. Eventsforce, with its high level of customisation and detailed reporting, allows me to do both."

### The Sales Manager

"Typically, delegate information from our events was collated into a report, printed and manually entered into our Salesforce CRM system. By integrating Eventsforce with Salesforce, these updates are now automatically updated in Salesforce, which saves us time and ensures our sales team is always up to date with valuable lead information."