



## Event Management

Organize events of the most exceptional quality

### Plan events that your customers will talk about for a long time!

With the event management module, you not only keep track of your event planning, but you also get a powerful tool at your fingertips to plan and successfully implement even multi-level campaigns.

The CRM-standard campaign management has been enhanced with many additional functions that should make life easier for the event manager.

The basis of every successful event is the correct selection of the target group to be invited. Information about this is ideally already stored in the CRM. This target group-specific information can now be enriched with additional information for each to be welcomed. Whether hotel booking, accompaniment, meal requests, the social program - everything is possible and will be deposited directly in the CRM!

Companies, persons or leads of this target group are now summarized in so-called marketing lists and individually contacted by letter, fax, e-mail or telephone. What is new is that the feedback from the contact persons is stored in other marketing lists associated with the campaign and invitation lists.

The marketing lists based on the event planning status always provide an up-to-date overview of the type and number of invitations, subscriptions, and cancellations, or the undecided.

Based on this, quick decisions backed up by the most up-to-date status can be made for further ad hoc marketing actions to determine the goal of the event, the participation of important customers in the informational event of a company to achieve.

For example, it is straightforward to send tickets or confirmations of participation or to provide people

who have canceled to give more information to persuade them of assistance.

In the wake of the event, the dashboard provides important, quickly and easily evaluable information at the touch of a button. For example, to measure the efficiency of an event or to take into account the experience of upcoming events.

Thus, for example, the participants can be permanently saved in a marketing list to be able to contact them again as the basis of the group of people invited for similar events.

If you are interested in this module or other solutions, we will gladly send you an overview of our CRM system.

You will always receive further information in a personal conversation.