

EVENT MARKETING AND MANAGEMENT

THE DIFFERENCE BETWEEN GOOD EVENTS AND GREAT EVENTS IS MARKETING, AUTOMATION OF ADMINISTRATIVE TASKS AND GOOD MANAGEMENT. FOR OVER 15 YEARS REGIS SOFTWARE HAS BEEN PROVIDING TECHNOLOGIES FOR EVENT ORGANISERS, FOR OVER 5000 EVENTS WORLDWIDE. WITH THIS EXPERIENCE WE THOUGHT IT WOULD BE HELPFUL TO WRITE ABOUT BEST PRACTICES FOR MEETING ORGANISERS.

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EFFECTIVE INVITATIONS

The first element of a successful event is effective promotion through email invitations, automated online event registration and additional integrated marketing efforts such as direct mail, phone calls and an informative event web site. Email invitations are the most economical event marketing method and undoubtedly drive more attendance for organisers than any other marketing medium. Post event data analysis on over 3,500 events showed organisers can achieve up to three times the standard response rate after implementing integrated email marketing with direct mail and outbound calling campaigns.

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E-MARKETING

Support your event marketing efforts with targeted and personalised emails to invitees. As stated in the EventView'05, the annual event and marketing trends study conducted by Meeting Organisers International, 'enhancing the customer relationship' was recognised as the most important criteria for successful events by over 73% of global respondents.

Customisation is a powerful tool to strengthen relationships and improve the event ex-

perience for all parties involved. Each group of invitees should receive specific messaging tailored to their interests. Response rates for a one size fits all invitation can be 50% less than invitations for specific groups of attendees such as VIP clients, prospects, different levels of association members etc.

THE EVENT WEBSITE

It is very important for an event website to allow attendees to register and pay for an event online. There are various website oriented marketing initiatives that can be used to promote registration and attendance, such as early discounts, group rates, and promotion codes. Without a solid online registration solution and the capability to track these logistics, organisers often overbook a venue or undersell the space they have bought.

A good event website should present attendees with an event agenda and streamline the registration process for all parties. Online registration systems can pre populate attendee data into registration forms and provide a simple click registration process proven to dramatically increase response rates. No one likes to fill out long forms. Organisers can take segmented registration a step further by presenting various registra-

tion paths on the web sites for different types of attendees.

COLLECT PAYMENTS ONLINE

Logistical headaches often stem from undertaking the task of manual event payment processing. Whether you practice payments onsite or prior to the event, a substantial amount of time and energy will be invested in manual fee collection. The ideal solution is simple: automation. Attendees can pay event fees securely during the online registration



process and the funds are automatically deposited into the designated bank account.

Automation can also apply to early discounts. Then organisers do not have to handle manual payments. All refund policies should be clearly outlined in the registration process so attendees have the necessary information up front. Further, online payments allow attendees and organisers to track their finances instantly.

USE TECHNOLOGY

Streamline administrative tasks through automation. Software systems can automate manual functions such as creating reports and data entry to enable the planner to focus on more important tasks. Automation can yield cost savings up to 92% while simultaneously making event campaigns more strategic. In addition, the Meeting Organisers Foundation noted that 'event professionals who step up and effectively advise stake holders in this new context are likely to see their personal importance to the organisation rise.'

The final key to successful events is to manage your success and strive for improvement with data analysis. Compare logistics across multiple events to determine trends among your attendees. Event technology has become a fundamental tool for today's event organiser.

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REGIS web based automated event management system is a leading European software solution for meeting & event organisers to manage their events.