



Marketingship
EventCraft Feature List
<http://www.marketingship.com>



EventCraft Feature List

Whether you promote and host events as an organization, or just run events for marketing and training purposes, or simply collecting membership dues and organizing online sales, EventCraft can simplify your life. EventCraft allows you to extend standard CRM and marketing features with the ability to create and manage various types of events and integrate with Marketingship's own contact management and documentation management modules. With EventCraft, you will only need one tool that helps you freeze through events.

Now you can track the lifecycle of your member interactions from the initial touch point to attendance and payment history in one place. With the robust Reports feature and EventCraft's sister modules for membership management, CRM workflow/channel automation, and online content management, you'll have the most efficient and insightful event management experience with a data-driven foresight to facilitate your next strategic move.

EventCraft Key Features

- Focused event types with customized templates, event work flow, registration interface, and transaction reports for Meeting & Conference, Payment Collection, Online Donation, Membership Drive, Product/Service Sales, and Ticket Sales.
- Pre-designed event templates allow you to promote events publicly on the web and process registrations online.
- Self-stored event templates copied from your own past events.
- Intuitive event editor bringing in dynamic contents and interactive channels to events. Use photos and videos to grasp attention and member portal widget to guide people to your online community.
- Set up tiered event fees for different member types, early registration, and late registration.
- Publish all-invited open events or member-only events with password protection.
- Customize online event registration form to collect only the information you want, for example: name, title, company, meal choice, t-shirt size, and more.
- Multiple payment options-credit cards via PayPal or Marketingship's own payment gateway, or check and cash.
- Customizable registration confirmation emails.
- Cross promote events seamlessly by sending out event invitations, reminders, or Thank You followups from MailCraft.
- Spread out words to members, contacts, and newsletter subscribers from ContactBase.
- Share events photos, videos, or slides from MediaBase with members and contacts and edit your online media together with them from MediaBase and CommunityCraft.
- Online and email-based ticket/receipt delivery.
- Real-time reporting on registrations, payments and attendance.



Meeting & Conference

- Enable Google Map on event homepage.
- Set up tiered registration fee structure based on memberships and registration date. Or completely define your own fee variables.
- Close your online event registration by a date or number of attendees or manually.
- Process payment by credit cards via PayPal or Marketingship's own payment gateway, or by check and cash.
- Let your registrants register for their friends.
- Send registrants custom confirmation emails with printable tickets and receipts.
- Manual update registration information from phone calls, mailed-in checks, or on-site cashes.
- Individually-assigned Payment ID collects detailed registration and payment information from each registrant.

Payment Collection

- Set up tiered payment structure based on memberships and payment date. Or completely define your own payment variables.
- Process payment by credit cards via PayPal or Marketingship's own payment gateway, or by check and cash.
- Manually process and update payment information from mailed-in checks and on-site cashes.
- Send payers custom confirmation emails with printable receipts.
- Individually-assigned Payment ID collects detailed payment information from each payer.

Online Donation

- Set up multiple donation options with detailed descriptions.
- Allow self-entered donation amount.
- Process donation by credit cards via PayPal or Marketingship's own payment gateway, or by check and cash.
- Manually update donation information from mailed-in checks and on-site cashes.
- Send donators custom confirmation emails with printable receipts.
- Individually-assigned Donation ID collects detailed donation information from each donator.

Membership Drive

- Promote memberships with self-defined promotion prices and durations.
- Process membership fees by credit cards via PayPal or Marketingship's own payment gateway, or by check and cash.
- Manually update payment information from mailed-in checks and on-site cashes.
- Send new members custom confirmation emails with printable receipts.
- Individually-assigned Payment ID collects detailed payment information from each new member.



Product/Service Sales

- Enable processing fee based on per sales package, per sales item, or percentage of total sales to cover shipping and overhead.
- Add high resolution product photos to homepage for each product.
- Store “total in stock” information for real-time sales report.
- Enable “limit per person” amount for each product.
- Choose each product’s availability, either available to everyone or only to certain members.
- Choose each product’s available period, either always available or only limited to a certain period.
- Process payment by credit cards via PayPal or Marketingship’s own payment gateway, or by check and cash.
- Send buyers custom confirmation emails with printable receipts.
- Individually-assigned Order ID collects detailed payment information from each buyer.
- Detailed Net Revenue report with break-down inventory and sales information.
- Detailed Marketingship Commission report breaks down to each transaction.

Ticket Sales

- Enable processing fee based on per sales package, per ticket item, or percentage of total ticket sales to cover shipping and overhead.
- Add high resolution photos to promote events.
- Store “total in stock” information for real-time sales report.
- Enable “limit per person” amount for each ticket type.
- Choose each ticket’s availability, either available to everyone or only to certain members.
- Choose each ticket’s available period, either always available or only limited to a certain period.
- Process payment by credit cards via PayPal or Marketingship’s own payment gateway, or by check and cash.
- Send buyers custom confirmation emails with printable receipts and tickets.
- Individual assigned Order ID collects detailed payment information from each buyer.
- Detailed Net Revenue report with break-down inventory and sales information.
- Detailed Marketingship Commission report breaks down to each transaction.

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