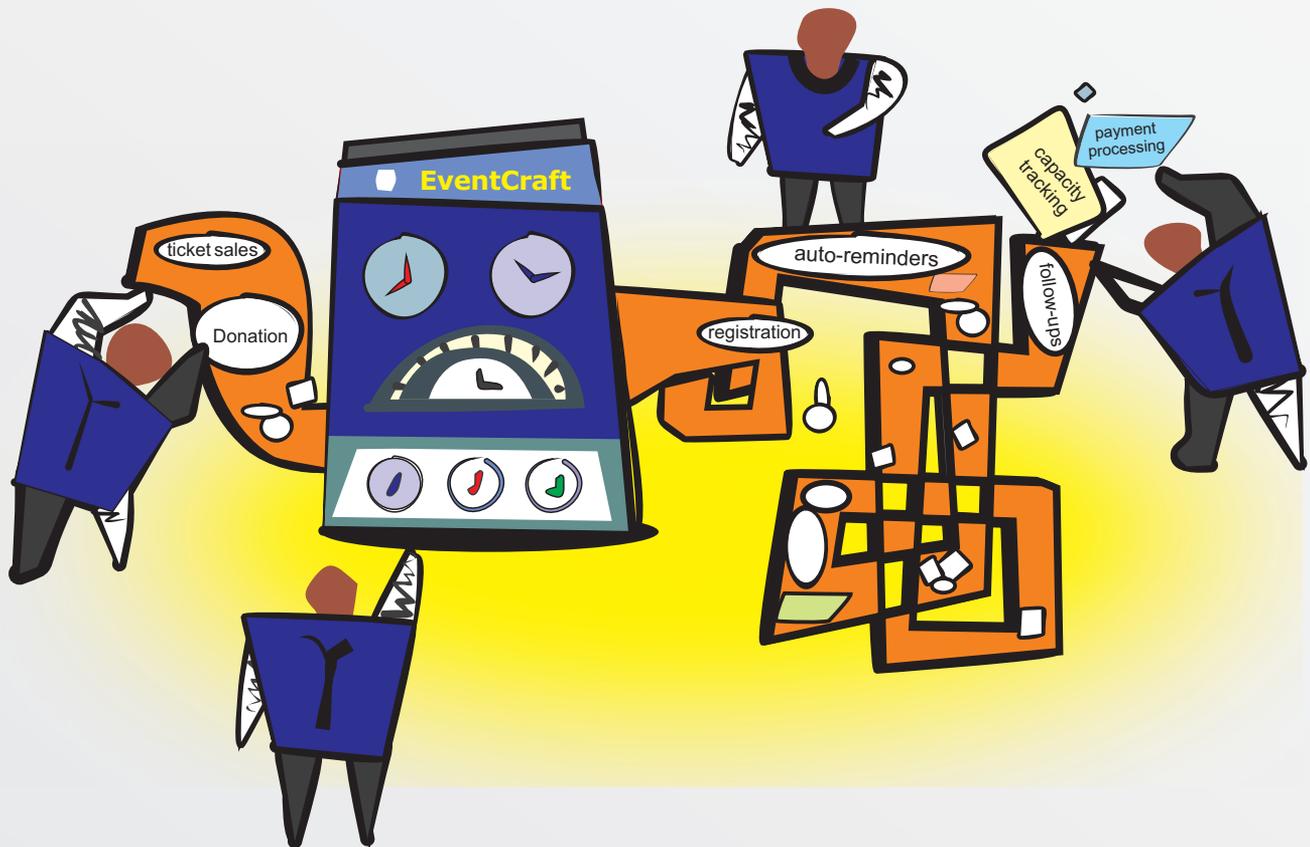


EventCraft

Automate and Relax: What EventCraft can do for you

<http://www.marketingship.com>



EventCraft: Automate & Relax

Automate & Relax

Online Bill Pay, Auto-Debit and scheduled Credit Card charges have changed my life. I used to work frantically to juggle what bills were due when, to make sure I had stamps in the house and to watch the float between the time I paid a bill and the time some giant corporation processed my check to make sure the right accounts had the right funds. This was not a system which played to my particular strengths.

A few years ago I converted every bill or service to an automatic electronic transfer of some sort and if the vendor didn't offer that option I found a vendor who did. I still receive paper bills at my house but only as it allows me to audit each bill against actual funds transferred. I've calculated that I gain 4 hours every month by automating things. That's an extra Saturday afternoon every month I created for something I enjoy rather than worrying about stamps and check processing times.

It used to be if you wanted to use software to organize the stages and details of an event or project it required several hundred dollars, a steep learning curve and another software package to update and monitor. Online professional service providers have matured enough in both service depth and service cost where you can create an effect similar to my Online Bill Pay gains in your office or organization without having to choose, purchase, install and learn software for every individual project task.

How Can I...?

- *Direct Messages to Groups of People with Common Goals, Timelines and Milestones?*
- *Direct Messages to Sub-Groups like Planning or Fundraising Committee members?*
- *Direct Individual Messages like Registration or Payment Confirmation based on Actions like Online Payment Processing??*
- *Confirm Availability, Price and Schedule from Suppliers like Catering?*
- *Ensure Proper Resource Allocation like Auto-Closing and Event when it reaches 100 participants?*
- *Request and Receive Actionable Participant Feedback to continually Improve Event Success?*

If you or colleagues are trying to find effective ways to answer these questions, EventCraft can leverage your time and effort into productivity and financial gains.

Now that we've stated the problem, let's take a closer look at specific features and functionality baked into EventCraft which helps you achieve more with less effort.



EventCraft: Marketing and Communication Tools (Planning)

The Communications Engine for EventCraft is a sister module in the MarketingShip Suite known as MailCraft. This module is totally integrated with EventCraft and shares an interface so you don't have to do one task here, track another there. This affords a 360 degree, drill down view where you can monitor your EventCraft Tasks from inception to wrap.

What the MailCraft functionality affords is that you can stage out an entire pre-registration campaign and our Fire & Forget scheduling means you only have to look at the reporting.

For example, say part of your Contact List for an event is older or you're presenting a crossover topic where your hit rate for that segment is going to be lower but still worth mining. Send an attractive, brandable E-Card to that segment as a Re-Opt campaign and see what leads come back and who on the list lacks topical interest or, just as likely, is no longer working in that vertical.

Next Up: Pull up the calendar and enter your Event Date. Flip back 6 weeks and set the end of Early Bird Registration. Flip back another 7 weeks and schedule your first "Save the Date" email covering preliminary details. Schedule two 3 week trickle flyers followed by a 7 day prior Full Schedule mailing reminding people that there's but One Week Left to take advantage of Early Bird Rates.

Early Bird Rates? Yes. It's simple to set tiered pricing by date so people who register early automatically receive the discounted price. What about other discounts you may have? You can flag contacts as returning guests and set a discount for that. If you have sponsors who are helping to offset the costs of your event any employees or affiliates can be segmented by name or email domain, flagged for the benefit and automatically see only the lower price when they register online.

Register online? Yes. On each of the 5 items mentioned (Re-Opt E-Card, "Save the Date," 2 follow-up flyers with more detail and the full Event Schedule / Early Bird) can carry a "Register Now" button which provides a certified SSL payment processing session. When an attendee uses that button and registers using a Credit Card, that activity is recorded back in your EventCraft HQ. You can see who has registered, how close to capacity you are, auto-send a follow-up Email to any online registrants confirming details or set a seat count which closes further registration when reached. Each event is also automatically provisioned with an Online Registration web page, the URL of which can be automatically shared via Facebook or Twitter whenever you publish or update Event news or information via Email or the Registration Portal.



EventCraft: Attendee and Presenter Tools (Engaging)

Two core elements of EventCraft are ContactBase and MediaBase. ContactBase is our tool for every facet of Contact interaction. From import to adding custom info fields or segmenting your demographics into Event specific audiences or even A / B testing with Event Marketing material to dial in your message. Contact have an event history which makes it easier, over time, for you to segment your most active attendees and offer incentive programs or discern whether there are Key Influencer patterns present. MediaBase is a central, permission-controlled file repository where you can allow Presenters to publish their slide decks if they wish or other collateral material such as papers or research which was footnoted in a session but not made available. In addition all media formats are supported so if sessions were recorded either in digital audio or video they can be submitted for attendee download. From the Attendee side you can set up a community contribution folder where people can share photos or multimedia they filmed at your event. For community content we can make available various types of release term sheets indicating whether or not re-use or publication is allowed and identifying the submitter as the acknowledged and proper rights holder to any media or print material. Additionally you can leverage the same E-Card / Facebook / Twitter integration to post when new or specific material has been added to share.

EventCraft: Management and Reporting Tools (Retaining)

Within the EventCraft console there is a wealth of information to be had. The online registration system keeps track of change across several categories including financials so when you've prepared your anticipated Break Even attendance costs you can see how many seats away you are from crossing into the Black or how long it took to cross that line. You can even print name badges in advance or use MailCraft to Email attendees self-printable badges then mail them a branded Conference Pass plastic jacket so they show up prepared. Using the same set of Contact Lists you used for the marketing you can calculate your conversion rate, attendance profile by metrics like region and industry or derive trending data from previous years.

In the same way you set up your "Save the Date" to "Early Bird" pre-event stage you can collect Follow-Up feedback with attendee surveys. This lets you construct a multi-axial breakdown of the entire Event Lifecycle, including the full Pre and Post user experience, and compile the information to improve the next event. If someone hasn't filled out a survey and wants to download presentation slides from MediaBase, well second chances abound if you look for them. Part of improvement may even being figuring out how to better attract survey takers and increase conversion rates.



EventCraft: the only Repetition is Improvement

Iterative improvement based on measurable and actionable feedback is the basis of the design philosophy which drives EventCraft . Implicit in the demonstrated ability to address your audience as either group or individual is that surveys and feedback about event details which come back can be understood by demographic, professional, group affiliation or any other segmentation. Unlocking the facts and data about your event's participants, its financials, expected versus actual man hours invested and lessons learned helps continual improvement. Repeatable processes and transactions can be identified and automated to reduce future effort and labor.

EventCraft is a tool suitable for PTA luncheons or weeklong, multiple track professional conferences. Draw up your game plan, schedule your Fire & Forget notifications, track registration, host the Event and analyze the post-engagement feedback.

Accomplish that without ever having to install or upgrade software.

Accomplish that with the ability to collaborate with co-planners in different locations or be free to work from the Coffee Shop instead of the office.

Accomplish that with EventCraft.

Make you planning Hassle Free with EventCraft.

EventCraft by Marketingship

© Copyright 2011 Marketingship, Inc. All rights reserved.
No part of this publication may be reproduced or transmitted in any form or for any purpose without the acknowledgement of Marketingship, Inc.
The information contained herein may be changed without prior notice.

