

Eventful

Product Overview

Events, conventions and meetings provide essential marketing and revenue opportunities for organizations of all sizes. Eventful offers a robust and flexible solution to help your company produce events with increased attendance and reduced overhead.

Eventful provides online registration, marketing and rich reporting for meeting planning professionals, but it's also easy enough for non-professionals to use. Integrated attendee management, personalized surveys and email campaigns, in addition to staff and speaker management, greatly reduce the stress of producing an event.

Eventful is available as a monthly subscription, with four powerful plans to choose from. There are no long-term commitments or attendee counts you have to meet.

Eventful is intelligent event management.
Powerful. Agile. Simple.

www.eventfulhq.com

How Eventful Works

Eventful allows you to create your basic event within minutes. Published materials, such as emails and your event website, may be branded with your corporate identity.

- ▶ Location, dates, and optionally, sessions are defined.
- ▶ Event managers import attendees to send personalized, targeted emails.
- ▶ Attendees register online using a simple, clean workflow. Attendees pay using a credit card or by requesting an invoice.
- ▶ Event managers are notified about registrations in real-time via email and reports.
- ▶ Attendees and their guests are notified via email.



INTELLIGENT EVENT MANAGEMENT

Features

Online Registration

- ▶ Fees can be applied to entire events, individual sessions or both.
- ▶ Link to registration from your own site.
- ▶ Tiered pricing by attendee type (guest vs. member) for all fees.
- ▶ Secure payment collection.
- ▶ Time-sensitive pricing.
- ▶ Ability to issue promotion codes for registration discounts.

Flexible Marketing Tools

- ▶ Personalized email campaigns for invitations, confirmations and reminders
- ▶ Send rich emails in HTML format
- ▶ Target email campaigns to specific attendee groups
- ▶ Invitation forwarding for viral marketing

Real-time Reports

- ▶ Reports available in Excel or print quality HTML format
- ▶ Cross-event reporting
- ▶ Reports for all aspects of your event: sessions, attendees and staff

Custom Surveys

- ▶ Offer customized pre- and post-event surveys
- ▶ Choose from multiple question types
- ▶ View survey results in real-time reports

Attendee Support

- ▶ Event calendar information
- ▶ Maps and driving directions
- ▶ Populated registration forms to simplify registration

Branding

- ▶ Customize your Eventful Microsite™ with your logo and sponsor images - or create your own theme
- ▶ Include graphics and logos in your email campaigns

Support

- ▶ Unlimited email support
- ▶ Rich documentation and tutorial movies available online



INTELLIGENT EVENT MANAGEMENT

Benefits

For Your Company

- ▶ Create your event and begin accepting registrations in minutes
- ▶ Simplify the event management process using just one application
- ▶ Keep your contact database up to date
- ▶ Instantly collect registration fees or allow attendees to request invoices
- ▶ Opportunities for viral marketing, online branding and email campaigns
- ▶ Increased marketing effectiveness
- ▶ Lower overhead and marketing
- ▶ Increased staff productivity
- ▶ Enhanced decision making with real-time, print-ready reports
- ▶ Eventful is hosted - no IT resources or setup necessary

For Your Attendees

- ▶ Easy registration with pre-populated registration forms
- ▶ Stay up to date with email communication
- ▶ Bring guests and send invitations
- ▶ Friendly event website for all event updates and information



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Pricing

	Platinum \$400/ month	Gold \$300/ month	Silver \$200/ month	Bronze \$100/ month
Secure Payments	✓	✓	✓	✓
Payment Management	✓	✓	✓	✓
Real-Time Reports	✓	✓	✓	✓
Base Attendees*	200	100	75	25
Eventful Users	99	10	2	1
Active Events	10	5	2	1

* The number of *registered* attendees per event. Additional blocks of registered attendees may be purchased per event at any time.

All subscriptions are billed monthly. You may cancel at any time. There are no setup or cancellation fees with Eventful.



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