

## Services: Web-based Registration & Email Marketing Campaign Development



*CVENT was used for web registration and email marketing for the 2008 Governor's Conference on Small Business & Entrepreneurship. Excel Meetings & Events developed the CVENT registration site, created graphics & HTML emails, planned the email marketing campaign, & provided all on site logistics & event production.*



### OUR EXPERIENCE SHOWS

Excel Meetings and Events maintains a software licensing agreement with CVENT, a sophisticated and market-tested software package for web-based registration services. Modules of the CVENT registration software system include:

- Online event registration
- Email marketing
- Track management for breakout sessions
- Housing
- Pre-meeting surveys and post-meeting evaluations
- Data analysis & reporting

For your important meeting, symposium or conference, Excel can create a registration “micro-website” that will function as an extension of your corporate website, matching its look and feel and conference theme. User will have a seamless experience navigating to and from the micro-website and your main website. If desired, the registration web pages can be made private, accessible only by invited attendees and designated personnel. Excel Meetings can customize standardized web registration page templates if special elements are required.

Each micro-website created for event registration can include sections for general information about your meeting or conference, a complete agenda, session content, hotel and destination information, leisure activities and other pertinent information. It can include links to other relevant websites (e.g. sponsors or hotel). Your attendees can indicate arrival and departure information and other hotel preferences as they register for your event. To ensure accurate counts for sessions and off-site events, attendees can also sign up for specific tracks and functions. The registration process can also be used to determine special needs for attendees and to collect emergency contact information. If required, registrants will receive a dedicated password that will enable them to revise their registrations.

### EMAIL MARKETING CAMPAIGN MANAGEMENT

Excel Meetings utilizes the powerful and feature-rich Cvent email marketing module to manage all event email communications. Excel Meetings will batch upload your contacts from an XLS file (spreadsheet) and use your corporate graphics for creative elements. If needed, Excel Meeting's in-house creative services can be contracted separately to create custom graphics for your email campaign. (More)

## FEATURES OF THE CVENT SYSTEM:

### Secure and automated payment processing

- Uses VeriSign to process payments to Excel Meeting's dedicated merchant account

### Email Marketing

- Automated communications for invitations, registration confirmations, reminders & regrets
- Attendee invitation lists can be "pre-populated," so that invitees and registrants receive personalized e-mail communications
- Customizable email marketing campaigns that build brand awareness and develop attendee profiles year-round
- Captured invitation forwarding features that promotes viral marketing and builds your database
- Automatic notification and removal of recipients who "unsubscribe"
- Pre, post event and regret surveys that help build a 360-degree view of your attendees

### Analysis and Reporting

- Instant report generation and data analysis tools
- Customizable pre-and post-event surveys
- Instant response, registration, and payment reports
- Statistics and analysis across multiple event

### Reliability

The Cvent system has managed and marketed over 50,000 events and processed over three million registrations since it was brought to market. Cvent's customers include:

#### Healthcare:

- Blue Cross Blue Shield
- Children's National Medical Center
- Healthcare Information & Management Systems Society (HIMSS)
- The Institute of Genomic Research

#### Technology:

- Symantec
- Yahoo!
- AOL (America Online)
- Hughes Network Systems

#### Non-Profits and Associations:

- PBS
- Harvard Business School
- NASDAQ
- The United Way



- Maintain your brand's look and feel
- Simplify the registration process by pre-populating attendee data
- Option to allow registrants to update information

- Sign up for multiple sessions
- Create multiple registration paths
- Offer multiple discount codes
- Online/offline payment options

Admission Items		
<b>1 Day Package</b> (Capacity:250) Come join us for a welcome event that includes a cocktail hour, dinner party and casino night.		<input type="radio"/> \$80.00
<b>2 Day Package</b> (Capacity:500) Learn from and network with leaders in the hospitality industry by attending educational seminars.		<input checked="" type="radio"/> \$150.00
<b>Full Package</b> (Capacity:250) Participate in a cocktail hour, dinner party and casino night plus educational seminars by hospitality industry professionals.		<input type="radio"/> \$200.00
Session Registration		
<b>Tuesday, September 16, 2008</b>		
9:00 AM - 11:00 AM	<b>Marketing Events Online</b> (Capacity: 200) An exciting seminar on putting together an online marketing campaign	<input type="checkbox"/>
11:30 AM - 1:00 PM	<b>Lunch at Portofino's</b> (Capacity: 50) 	<input checked="" type="checkbox"/> \$20.00
1:30 PM - 3:00 PM	<b>One to One Email Marketing</b> (Capacity: 200) Learn how to build your email database	<input type="checkbox"/> Add to waitlist
3:00 PM - 7:00 PM	<b>Golf Outing</b> (Capacity: 144) Join us for 18 holes at Meadow View Golf Club	<input checked="" type="checkbox"/> \$75.00
Optional Items		
<b>"eMarketing Events"</b> (Capacity:250) Book by our keynote speaker		Qty: <input type="text" value="2"/> \$20.00
<b>How much would you like to donate to the Leukemia Society?</b>		\$ <input type="text"/> Enter Amount