



enabledware

EVENT MANAGEMENT SOLUTIONS

MANAGING BUSINESS EVENTS CAN BE COMPLEX AND DIFFICULT...

“We’re booking 25 seminars in 15 cities over 4 months... it’s taking up all our time, and nothing else is getting handled.”

“We know that only a fraction of invited customers actually attend our events. How do we boost attendance?”

“I’m flooded with emails at every event requesting last-minute changes and reports. I waste hours poring over room availabilities, executives’ and presenters’ schedules, updating the Web site...”

“By the time we discovered a top customer was at our event, it was too late to find an available room so she could meet with our executives. That was a wasted opportunity.”

WITH ENABLEDWARE EVENT MANAGEMENT SOLUTIONS IT’S NOT THIS DIFFICULT ANYMORE...

■ **ENABLEDWARE INTEGRATED EVENT MANAGEMENT SOLUTIONS TAKE THE DIFFICULTY OUT OF MANAGING BUSINESS EVENTS**

EnabledWare Event Management Solutions are designed to meet the growing demands of Marketing Managers and event planners. From creating demand for your event and attendee registration to event logistics and post-event follow-up, EnabledWare Event Management Solutions:

- Dramatically reduce the time and resources needed to effectively create, promote, and manage events
- Add greater reach and versatility to your event promotions
- Increase attendance and depth of attendee participation
- Improve marketing results while reducing marketing expense
- Simplify the scheduling of meeting rooms, resources, hotel room blocks, catering, executives’ time, and more
- Provide the means to respond faster to event changes or evolving attendance patterns
- Quantify event results for ROI measurement
- Provide tools for post-show attendee follow-up for a more successful event
- Allow multiple users worldwide access to the system through a simple, Web-based interface
- Preserve valuable IT resources as EnabledSites hosts and maintains all solutions

■ **A MODULAR APPROACH TO SEAMLESS, INTEGRATED EVENT MANAGEMENT**

EnabledWare Event Management Solutions were designed to offer the flexibility of building blocks. Code modules, like building blocks, can be configured in a virtually limitless number of arrangements for a customized solution based on your unique needs.

■ **TOGETHER, ENABLEDWARE INTEGRATED EVENT MANAGEMENT SOLUTIONS MODULES EFFECTIVELY MANAGE:**

01. Event Promotion
02. Attendee Registration/Management
03. Offer Fulfillment
04. Event Scheduling/Resource Management
05. Room Block Management
06. Onsite Logistics
07. Participation Tracking
08. Post-event Follow-up
09. Post-event Analysis
10. ROI Measurement and Reporting



EVENT PROMOTION

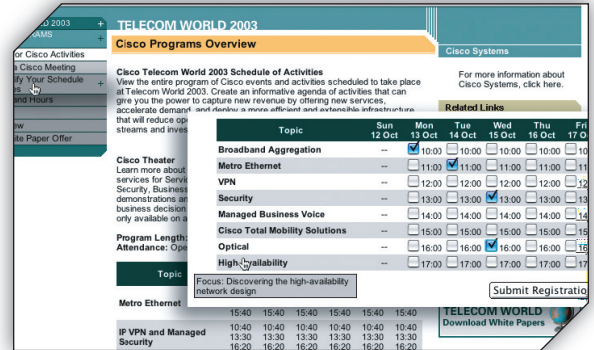
A full palette of flexible yet easy-to-use tools help you send — and track — exciting and motivating HTML or Flash™ format emails, direct mail, Web banner ads, and much more. Customize promotional pieces for use by channel partners, vendors, and others. Select your market — then drive them to your event.



REGISTER FOR CISCO EVENTS AT TELECOM WORLD AND DOWNLOAD CISCO TECHNICAL WHITE PAPERS.

ATTENDEE REGISTRATION/MANAGEMENT

Create a dedicated event Web site, or “microsite,” featuring attendee self—registration, auto-updating of events based on changes made in the Event Scheduling System, automatic emailing of confirmation/reminders, attendee itinerary self-management, activity tracking, and more.



- Using the Web-based interface, guests review every seminar, workshop, and speaker at your event
- Guests create and manage their own online account containing their entire event itinerary
- Schedules are automatically updated when programs are filled, cancelled, or changed
- Attendees are automatically notified when their requested schedule has overlapping events or other schedule conflicts
- Attendees can request convenient, one-on-one meetings with your company’s executives or sales representatives
- Schedule and manage such leisure activities as golf, sightseeing, dinners, spa treatments, etc.

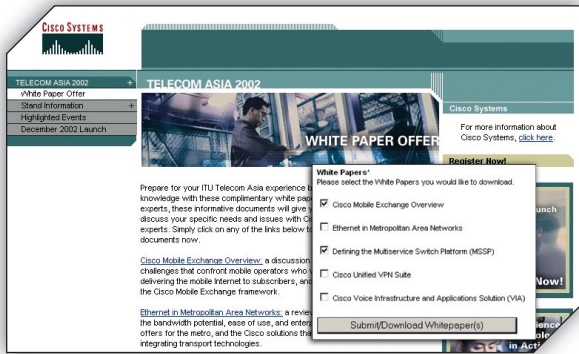
A bonus feature of the Attendee Registration/Management module is the Attendee Management/Sales Force Empowerment toolkit. Using the toolkit, sales personnel can access complete program information via an easy-to-use, Web-based interface to view customer participation in real-time, access pre-produced emails to invite customers, manage customers’ event itineraries, schedule customer meetings in conference rooms, and receive leads in real-time.

- View the itineraries of attendees within a region
- Edit and manage attendees’ schedules and recommend alternate classes or events
- Schedule personal client meetings
- Send email “blasts” to clients who may have missed the initial invitation email
- Know, at a glance, who in a region has registered — and who has not
- Track all outgoing marketing materials and measure the effectiveness of each

EVENT MANAGEMENT SOLUTIONS

OFFER FULFILLMENT

Electronically deliver white papers, “e-tours,” Videos-on-Demand, or automatically ship goods while tracking customer responses. It’s an automated process for delivering premiums for registration, attendance, or simply providing critical customer information.



EVENT SCHEDULING/RESOURCE MANAGEMENT

Easy-to-use event tools schedule meetings, presentations, onsite seminars, and more through a calendar-like, Web-based interface. Also manage onsite conference rooms, executives’ schedules, and other resources such as food and beverage or audio/visual needs. Events marked as “available” for attendee registration are automatically added to the “microsite” in real-time. Establish multiple levels of permissions to control access to rooms or resources.



- Event managers allocate rooms and resources for different purposes and set permissions for each user. For example, a room may be made available for press briefings — your PR Manager may schedule meetings in that room but Sales cannot
- Everyone involved in the event obtains detailed information about each room and meeting
- Sales personnel schedule rooms allocated for customer meetings, even provision with A/V and catering
- Manage executives’ schedules while onsite to maximize their productivity and effectiveness. With easy, Web-based visibility into your executives’ complete itinerary, you’ll dramatically trim the time wasted on emails and phone calls

ROOM BLOCK MANAGEMENT

Easily manage hotel rooms and room assignments by knowing — at a glance, in real-time — which rooms have been assigned and which rooms are still available. Last minute changes are handled effortlessly, in moments. As attendees register, requested rooms are automatically assigned. Also manage multiple room categories, such as Double, Queen, or King Suites as well as such special requests as disabled access.

Fri 02 January 2004

January 2004

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| | | | | | 1 | 2 |
| | 4 | 5 | 6 | 7 | 8 | 9 |
| | 11 | 12 | 13 | 14 | 15 | 16 |
| | 18 | 19 | 20 | 21 | 22 | 23 |
| | 25 | 26 | 27 | 28 | 29 | 30 |
| | | | | | | 31 |

Day View Week View

ST. FRANCIS

| Room Type | Dates Available | Assigned | Remaining | Total |
|---------------------|---------------------|----------|-----------|-------|
| Double | 01/02/04 – 01/09/04 | 7 | 23 | 30 |
| King | 01/02/04 – 01/09/04 | 12 | 8 | 20 |
| Suite | 01/02/04 – 01/09/04 | 22 | 28 | 50 |
| Disabled Accessible | 01/02/04 – 01/09/04 | 3 | 17 | 20 |

ONSITE LOGISTICS

Onsite management and real-time reporting of executives’ schedules, attendees’ itineraries, food and beverage requirements, room setup, and other necessary resources.

- Caterers log in and view a master list detailing each room’s catering requirements. Numerous sorting options included
- With instant online access to every itinerary, your information desk offers guests helpful and specific assistance
- Schedule meeting rooms in real-time
- Make instant room and scheduling changes, with immediate notification to all affected parties

PARTICIPATION TRACKING

Track attendees’ behavior, the activities they choose, and those they avoid. This module can be set up onsite to manage attendee registration and attendance or can be imported from any format. Merge data with pre-event promotion results and registration information for accurate Return on Investment measurement.

- Track attendees’ self-reported participation and feedback
- Know the events they preferred — and those they ignored — in real-time



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POST-EVENT FOLLOW-UP

Easily and intuitively initiate attendee surveys, promotions, white paper downloads, and more to further qualify interest and turn attendance into results.

- Mine response data to identify solid sales leads, then aggressively follow-up
- Know who attended — and who missed — which class, seminar, or workshop
- Provide follow-up information based on attendees' actual itinerary and interests

POST-EVENT ANALYSIS

Generate reports on all aspects of event activities.

- Know exact numbers of attendee participation at all events
- Confirm that you reached the audience you targeted through Participant Profiles
- Be certain which marketing activities and programs worked
- Gather customer evaluation feedback
- List which registered attendees did not attend, their profiles and the marketing activities that generated the registration
- List those attendees with the greatest participation, their profiles and the marketing activities that generated the registration

ROI MEASUREMENT AND REPORTING

A single, centralized database tracks all aspects of marketing, registration, scheduling, and follow-up and reports results in real-time. Real-time worldwide reporting across sales regions for all events maximizes ROI and ensures future marketing successes. Track results across multiple events, gathering marketing outcomes and collecting attendee information to maximize ROI at future events and other marketing programs.

- Real-time reports are available online, anytime
- Schedule reports for emailing to key personnel — automatically



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EXPERIENCE ENABLEDWARE INTEGRATED EVENT MANAGEMENT SOLUTIONS

For an in-person demonstration of the EnabledWare Integrated Event Management Solutions, contact EnabledSites at 831.423.0307

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