MEETING AND EVENT MANAGEMENT SOFTWARE OVERVIEW

Prepared by Kathleen Roberge
Chief Revenue Officer, Aventri
OUR VALUE PROPOSITION

The unique offering and opportunities from Aventri help reduce total cost of ownership (TCO) and enable future growth. These two points and more have been outlined and considered extensively through each part of this proposal.

A fundamental question we would pose in helping you decide would be this: would you prefer a partner that has dedicated the majority of its resources to creating, developing and seeking perfection for its product, or a partner that’s reasonably content with its product and pours all its money and resources into marketing and promoting it? Now there’s nothing wrong with marketing, but it doesn’t help Aventri successfully improve the quality of its meetings program or end-to-end event management activities.

Our obsession with product perfection means we are working every day to enhance our product and have our customer base share in the results. It is this mindset that allowed us to record a 90+% renewal rate and maintain lasting relationships with organizations like Dell, Amway, Aveda, Colombia University, and The Financial Times, to name a few.

It is this same mindset that pushes Aventri to constantly seek added functionality to our already-robust system. We introduce new features every two weeks to ensure the platform is constantly evolving and these updates are available instantly to our clients as part of their subscription.

We bring our expertise as former event planners and event strategists to the table and offer our expertise to help you realize your vision and enable future growth.

Covering Every Phase of the Event Life Cycle

**PLAN**
- Venue sourcing tools
- RFP management
- Hotel database
- F&B, travel

**ENGAGE**
- Event mobile app
- Surveys
- Meeting matching
- Lead management / CRM

**PROMOTE**
- Event website
- Marketing automation
- Attendee/exhibitor outreach

**ANALYZE**
- Reporting
- Business intelligence
- Influence
- Cost-productivity dashboard

- Created for event planners by event planners - we think like you do
- Account level database to seamlessly manage your entire portfolio
- Streamlined processes and flow-through logic
- Expertise from a team with more than 25 years of event industry experience
REGISTRATION
Included in Package

Aventri.com/products/event-registration

The fully secure registration module is the eCommerce and reporting engine of the event management platform. It’s the most comprehensive tool on the market for designing registration workflows and offering ad-hoc reporting. Completely configurable, registration provides administrators with the tools needed for effective registration management, online payments, badges, certificates, housing management, travel management, and reporting.

• Personal and detailed event registration form creation
• Customizable branding
• Highly configurable pricing with capability to collect registration fees via credit card in any global currency
• Payment Card Industry (PCI) Level 1 compliant, VeriSign secure, 508 compliant, Safe Harbor listed
• Fully customizable registrant questions and event agenda
• Ability to provide synchronization with registrant Outlook calendars
• Automatically deploy confirmation emails to registrants and notifications to organizers
• Group and guest registration and payment capabilities
• Pre-load attendee data with unique custom registrant identifiers if required
• Registrant badge printing
• Access to detailed summary and list-based reports
• Obtain real-time data statistics on attendees and their preferences
• Integrations available with MeetingMax, Concur Travel, Salesforce, SAML2.0 based SSO and other applications
• Functionality for full export of data to Excel, CSV and PDF files
• Event calendar functionality for clients with multi-event portfolios
• Ability to clone events to expedite new event creation
• Social sign-on is available in the registration module!
   Allow your registrants to sign on using Facebook or LinkedIn to make their life easier and your data better

WEBSITE BUILDER
Included in Package

Aventri.com/products/website-builder

The website module is a fully configurable event website that allows your event to be professionally displayed, marketed and promoted. Whether you need total control over the look and feel, or just want to point-and-click your way to a professional website.

• Point-and-click configuration of event webpages; no knowledge of HTML required
• Supports multilingual content
• Link with your Google Analytics account for traffic data
• Access to cascading style sheets (CSS) so you can create the event website to the exact specifications of your designer
• Create as many pages as you want and create the navigation menu you need with multiple levels of navigation and your choice of either landscape or horizontal navigation
• Display your own HTML content using an easy editor, or dynamically display schedules/agendas, floor plans and more stored in other modules of Aventri
• Supports JavaScript and other widgets to allow for embedding of YouTube video, RSS, Twitter feeds, maps and more
• Add password-protection with point-and-click configuration to gate access, protect conference proceedings, meeting minutes and other content
MARKETING
Included in Package

The email marketing tool offers an easy way to conduct professional email marketing campaigns to promote and communicate with your target audiences. The module includes the ability to create HTML and text emails and deliver the emails while tracking click-through rates.

- Ability to create, send, and manage new emails in text, HTML, or both
- Promote your event
- Send registration links
- Clone sent and archived emails for similar marketing within and across events
- Create and upload new mailing lists or select from any number previously created
- No design experience needed but is CSS customizable if you like to get creative
- View who and how many recipients opened your email
- View click-through reports and unique hits
- Manage unsubscribes

SURVEYS
Included in Package

Create fully customizable attendee surveys. An easy to use platform that saves event organizers time in getting surveys distributed to attendees with its link to registration. Point-and-click your way to a great looking survey with detailed reporting.

- Voting
- Evaluations
- Track trends
- Post-event quality checks
- Create custom questions
- Graphic stats output
- Plan within committees, departments and chapters
- Collect feedback to make planning more effective
- Gauge interest in specific topics or learning modalities
- Get a consensus on a certain direction or preferences
- Understand the level of satisfaction of speakers, topics and more

BUDGET
Included in Package

The budget module facilitates control and tracking of event expenditure, revenue streams and overall financial performance. A straightforward financial tool to input expenses and track revenue against real-time registrant data.

- Gain control and insight into expenses and revenue
- Manage event budgets and financials in three stages: approved, working and actual
- Link items to registrant activity and payment with revenue and per head expenses updated in real-time
- Track per vendor and per category spend across events
- Design your own budget template
- Gain control and insight into expenses and revenue
- Export reports to Excel
PROJECT COLLABORATION

Included in Package

Our event project management tool is designed specifically for meetings and events to keep the execution team focused. The timeline is easily displayed and shows all tasks relevant to the project, who is responsible for what and the timeframe that has been allocated.

- Monitor progress
- Send alerts, reminders
- Make tasks conditional
- Develop and clone event timelines
- Filter your view to see tasks across all events
- Project plan creation by easy input or import from Excel-based project plans
- Select users for the project team and assign ownership of specific tasks
- Gantt-chart style view of color-coded event tasks over a period of months
- Automated emails following task assignment and reminders

RESOURCE SCHEDULER

Included in Package

Resource Scheduler is designed for meeting planners to allocate their meeting room and equipment inventory among scheduled sessions. It allows you to drag-and-drop your sessions into various rooms, stipulate setup and generate custom reports to manage your vendors.

- Schedule meetings using the inventory available
- Specify room setup and seating plan
- Manage specifications and A/V inventory
- Create event specification reports for onsite planner and other vendors
- Drag and drop room changes

NETWORKING

Included in Package

The Networking & Meeting Maker module allows delegates to connect securely and privately with other delegates pre-event to request onsite meetings, fostering productive business dealings. Free organizers from the burden of administering meetings and provides summary and detail reports that show the level and type of networking taking place.

The tool automates the process of matching up vendors and attendees of similar interest.

- Matchmaking and networking
- 1-to-1 or 1-to-many meetings management
- Inter-attendee messaging
- Attendee appointment setting programs
- Block out times and locations when attendees cannot meet
- Set up hosted buyer programs
- Create mentor/mentee networking programs
- Organize topic-based roundtables
- Facilitate exhibitor-attendee or vendor/supplier-attendee programs
- Help to establish orientation and training programs
- One unified schedule that includes session registration as well as appointments from the networking module
- Centralized messaging center with automated invites/messages that go to personal email accounts
- Ability to allow attendees to choose topics or identify preferences during registration
- Ability to auto-generate meetings based on matching various criteria
- Summary reporting that provides insights into attendee behavior
- Enhances attendee productivity pre-event, onsite and post-event
- Summary reporting
- Extends the event experience and drives ROI
- Syncs with mobile application
SEATING PLANNER
Included in Package

The seating module enables the rapid creation of seating charts for rooms of any size or specification. Using the drag-and-drop feature, attendees can be placed exactly where desired and can also be allowed to seat themselves.

- Drag & drop feature for easy design and configuration
- Manage single or multiple seating charts for the same event
- Create seating assignment rules and restrictions by participant category
- Completely flexible setup of room size, layout and seating arrangements
- Auto un-seat functionality
- Search feature to locate attendees by name or company to seat individually
- Print assignments and plans
- Merge participant seating locations into communications and badging

BOOTH MANAGER
Included in Package

Graphic floor plan display for exhibitor and sponsor purchases. Upsell with logos, colors and descriptions. A visual exhibition floor plan module that makes it easy to sell booth or table top exhibit space, as well as view which exhibitors will be present at a conference or tradeshow.

- Visual exhibition floor plan module
- Easily create booth layout with point click design tool
- Create event floor plan with rooms and specific area description
- Control the booth sizes and layout
- Visual exhibition floor plan module
- Easily create booth layout with point click design tool
- Create event floor plan with rooms and specific area description
ADD-ONS

ABSTRACTS

Handle a variety of selection processes and easily configure to integrate with the agenda and speaker database of an event. Save time by eliminating the need to copy/paste speaker profiles and session descriptions into your agenda and website. The product features submission capture and a review system to allow external reviewers and committees to evaluate submissions. Administrators and/or committee members can then convert submissions into sessions and submitters into speakers.

- The abstracts module is used to handle submission, review and selection processes
- Manage abstracts for your event
- Organize call for speakers or topics with committee selection
- Establish award programs with review by jury
- Manage contests
- Organize leadership nomination process or volunteer management programs
- Easy set-up of rules for selection process: open submission dates, notification dates, review dates
- Full set of reports for administrators to quickly peruse submissions under review and complete review processes
- Login process for both submitters and reviewers to add or modify their work during designated time periods

INTEGRATIONS AND API

Plug Aventri into your CRM, finance, marketing or housing ecosystem thanks to the integration engine. With an open API, connect to other software platforms to retrieve information.

- Connect Aventri to your existing ecosystem
- Robust and open API to virtually query/retrieve any information from the platform
- Middleware integration with Scribe connector, opening sync with dozens of key applications (CRM, ERP, etc.)
- Large set of GDS, travel or housing related integrations
- Integrations with financial applications
- Integrations with AMS (Association Management Software)
- Social media integration, allowing the use of social credential for registrations
- Large choice of payment gateways to integrate with
- Native integration with TapCrowd mobile app and other event mobile companies
- Detailed list of integrations available at Aventri.com

SCAN

The scan module enables you to track session and booth attendance with an easy-to-use small scanning device that reads auto-generated barcodes on badges.

- Fully integrated with the Registration module
- Capture booth traffic
- Easy data upload from scanning device to the Aventri platform
- Track event, session and breakout attendance
- Export detailed lead exports to Excel
- Allow exhibitors to login to the platform to download their leads (Excel - CSV)
INTRODUCING

Simple Meetings Management

Reduce risk, increase cost savings, and gain visibility into all aspects of your meetings and events program.
VENUE SOURCING  Aventri.com/venuesourcing

Add-On

Our strategic sourcing solution was designed to save you time and money. It streamlines the process of soliciting, qualifying, negotiating and selecting properties. Using this integrated module, you can quickly source the meeting and hotel rooms for your event and sync the details to registration.

- Ad-free search engine
- Inclusive sourcing database containing over 225k venues worldwide
- 92% hotel response rate with a response delay of less than 8 hours
- Easy-to-use and intuitive user interface
- Create fully customizable bid summaries in seconds to follow-up on RFP responses
- Link available to share customized bid summary with decision makers
- Easily manage client and sales people commission splits
- Business analytics to forecast your income, cash flow and payment timeframe easy
- Reporting with visualized data

Building and managing RFPs is only 10% of a planner’s job.

Our solution provides robust eRFP technology, while also doing the heavy lifting on the other 90% of the job, simplifying the complex process of sourcing and booking events.

MEETING REQUEST & APPROVAL

Add-On

Create an automated workflow to handle meeting requests and approval processes across your organization. Build custom branded forms with conditional questions to collect the essential information you need. Start running a successful meetings program that reduces risk and costs.
AVENTRI ATTENDEE ENGAGEMENT SOLUTION

Know what your attendees value and create unforgettable event experiences.

1 **Smart Tags**
Maximize attendee connections.
- Enable attendees to exchange contact information
- Automatically monitor session attendance
- Allow delegates to collect marketing material
- Provide your attendees with their complete event journey

2 **Mobile App**
Curate the best possible event.
- 30+ available app features (session information, maps and more)
- Keep your attendees informed at all times
- Offer effortless lead capturing to exhibitors
- Enable networking and nearby attendee discovery

3 **Engagement & Analytics**
Understand what has the most value.
- Define event goals and monitor their performance
- Obtain mission-critical event metrics and take immediate action
- Measure the impact and value of your events
SMART TAG

Add-On

MEASURE AND IMPROVE THE EVENT VALUE FOR ATTENDEES AND ORGANIZERS.

THE SMART TAG ENABLES ATTENDEES TO:

• Exchange contact information
• Automatically check-in and out of sessions
• Collect marketing material with ease
• Capture the entire event journey proving event value

THE SMART TAG ENABLES YOU TO:

• Maximize attendee networking
• Capture interactions and measure engagement
• Monitor session attendance
• Identify event influencers with contextual information
• Generate heat maps with event traffic flow

MOBILE EVENT APP

Add-On

ELEVATE THE EVENT EXPERIENCE WITH 30+ APP FEATURES

INFORMATION

• General Info
• Attendees
• News
• Exhibitors
• Sponsors
• Sessions
• Speakers
• Search
• Places
• Catalogs
• Forms
• Floor Plan

ENGAGEMENT

• Voting
• Social Media
• Session Rating
• Check-In
• Surveys
• Meeting Request
• Dashboard
• Photo Sharing
• Scavenger Hunt
• Activity Feed
• Ask a Question

MONETIZATION

• Banner Ads
• Sponsored Push Notifications
• Premium Listings
• Premium Content
• Lead Generation
• Lead Capturing
• Premium Reporting

COMMUNICATION

• Messaging
• Inbox
• Push Notifications
• Conference Bag
• My Profile
• Notes
• Personal Agenda

Aventri.com/products/smart-tag

Aventri.com/products/mobile-event-app
ANALYTICS & GOALS
Add-On
INTELLIGENCE TOOL TO EVALUATE & IMPACT YOUR EVENT SUCCESS IN REAL-TIME.

EVENT ENGAGEMENT

- Monitor the flow of your attendees around the venue
- Identify the most popular exhibitors, partners and sessions
- Determine how long attendees stayed at your event
- Understand how many connections your attendees made
- Reveal when your attendees visited and returned to the event

EVENT PERFORMANCE

- Define event goals and keep track of their performance
- Capture and analyze mission-critical engagement and other event data
- Evaluate event success in real-time and take immediate action
- Connect to a wide range of data sources (event registration, surveys ...)

Proposal for Aventri Intelligent Meeting & Event Management Software