



Checklist

Event Management Platforms As An Empowerment Tool

Organizations choose to implement event management platforms (EMP) for many reasons. Some are attracted to the unique features of a particular solution like repeatable processes for creating and managing events or the ability to instantly publish new events to a corporate event portal.

Others are swayed by the overall benefits of EMP

- Task automation
 - Error reduction
 - Increased efficiency
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Sometimes, event management software finds its way into a company as part of the normal evolution of business processes. Many event marketers start automating tasks with Microsoft Outlook, Word, or Excel, but eventually “graduate” to more

sophisticated event-specific software. In other cases, an event management platform is required to achieve scale. As more events are added to the marketing mix, it becomes unrealistic to execute them using human resources alone.



There is another area of consideration for companies contemplating the adoption of EMP—the potential for the organization to reach objectives and milestones beyond event planning and management. When you accept that empowerment—what’s possible above and beyond accomplishing tasks better and faster—is a legitimate criterion for embracing event management software, you can evaluate specific solutions through an entirely new and powerful lens.



☐ Empower your workforce

A modern software interface that is easy to learn makes training and staff adoption less cumbersome. Plus, a solution that accommodates collaboration, different levels of security and permission allows event marketers to delegate some of the workload to other departments, contractors, freelancers, virtual assistants or interns

☐ Empower decision-making

The data which leads to actionable insights that comes from an ecosystem—one platform that offers registration, conference session scheduling, website content management, analytics, surveys, collaboration, and a mobile app—is richer than data and reporting from any single system alone.



☐ Empower sales & marketing

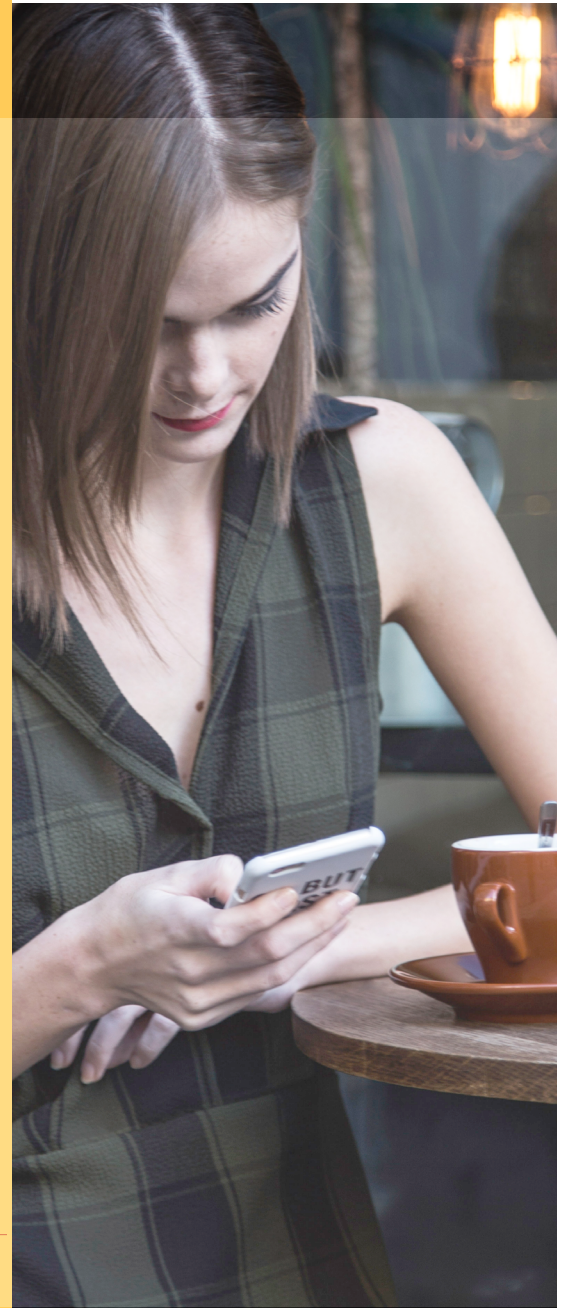
The ability for the EMP to integrate easily through standard, open application-programming interfaces (API) with marketing automation and customer relationship management (CRM) systems adds new potential for the company’s lead generation and account based marketing initiatives.



❑ Empower brand recognition

Branded-event templates, locked-down website components and themes (for a common layout), and easy template cloning for all types and sizes of events, including webinars, product breakfasts, product launches, internal events, partner seminars, and user conferences, enables event marketers to quickly and easily spread the look and feel of the company's brand across its event portfolio.

In the same way that marketing and sales processes matured with the introduction of marketing automation and CRM platforms, it's easy to imagine that EMP will provide the same lift to event marketing. Such newfound visibility will draw even more EMP solutions into the market. To avoid the analysis paralysis that often comes with a flood of offerings, it's important for companies to expand the criteria for evaluating solutions to include ways that they can be used to empower the company and not just manage events.



To learn more about the power of the
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