

# sitePilot Event Manager

## Hassle-free online event management

Easily schedule multiple conferences, meetings, and seminars, and post them online in real-time

Handle online registrations, attendee management, and more - saving you time and effort

Ensure that events run smoothly and attendees show up - increasing your event success

Support your sales and marketing activities by recording customer information and CRM data

Generate accurate reports so you can successfully plan, manage and market future events

### What is sitePilot Event Manager?

sitePilot Event Manager is a comprehensive online seminar and meeting organizational system. It allows you to schedule events and post them online in real-time, quickly and easily - eliminating the time and cost traditionally associated with running events. Website visitors are able to sign-up for events via an online form, and then receive email confirmations and updates from Event Manager to ensure their attendance. The system handles administrative tasks, such as online enrollment, attendee management and CRM integration, so you can manage multiple events with ease.

### Who uses sitePilot?

sitePilot is used to manage content by companies across a range of sectors.

sitePilot is being used by over 60 companies in North America, Europe, Asia and Australia today, including investment firms, manufacturers and distributors and not-for profit organizations.

### Why choose sitePilot Event Manager?

sitePilot Event Manager turns event management into a simple process. It helps you to schedule and manage events, both big and small, while ensuring that they always run smoothly and attendees are properly managed.

#### **Save time, effort and headaches**

It handles administrative tasks, such as online registration, attendee management, and more, allowing you to run multiple events - without the headaches or the cost.

#### **Improve event attendance**

Automatic email confirmations and updates improve event attendance so you can communicate your message to larger audiences.

#### **Accurate reporting**

Generate accurate reports so you can successfully plan, manage and market your future events.

#### **Grow your prospect list**

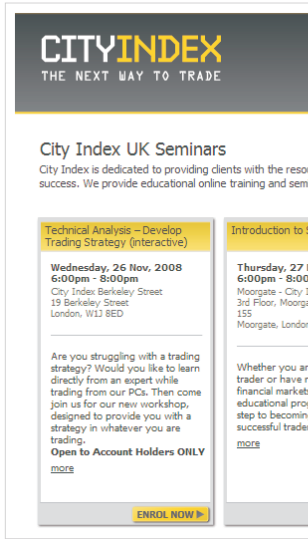
Record customer information via online forms. This information can be directly recorded in CRM applications such as Salesforce.com.



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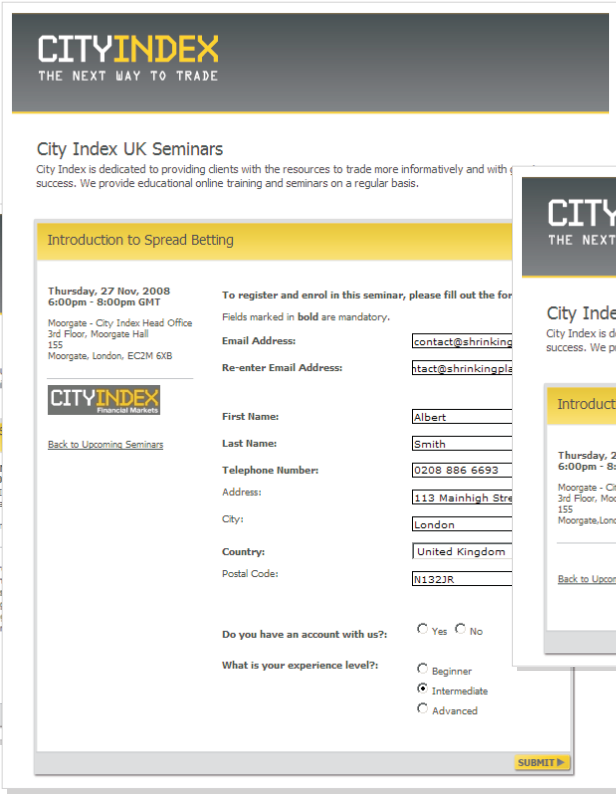
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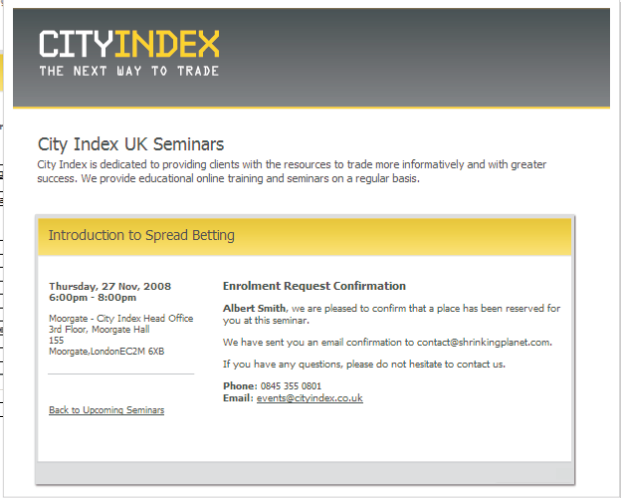
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## How does sitePilot Event Manager work?

sitePilot Event Manager is an ASP (Application Service Provider) software application that is available online and on demand with no additional software requirements.

Admin Access is provided online through a secure login and can be managed from any workstation with access to the web.

Administrators enjoy 24/7 access to all functions of event management, including scheduling, registering, managing and reporting.

Website visitors can sign up for an event that is posted on your website, using an online registration form. Automatic confirmations and emails are sent out to eliminate false enrollments, while ensuring genuine registrars are added to the event enrollment list, and properly managed leading up to the event.

Your administrator is able to manage event schedules and enrolments, and generate reports to evaluate the success of specific events.

## Product Features

### Schedule Events

Easily schedule conferences, meetings, seminars and training sessions in the event database, and post them online in real-time.

### Manage Attendees

View the enrollment list for an event through the event calendar, in addition to enrolling participants manually.

### Manage Event Details

You can browse through the currently scheduled events as well as view and edit the attendee lists and event schedules.

### Online Event Registration

To reserve their place online, attendees must submit their personal details, which are then automatically added to the enrollment list.

### Automatic Email Confirmations

Enrollments and changes to event schedules are automatically emailed to registrants and administrators.

### Reporting and CRM Integration

Event enrollments and attendance can be directly recorded in CRM applications such as Salesforce.com



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