



# Event Manager Application

Market and manage live and online events with ease using automated invitations, registrations, and reminders

The CDC MarketFirst Event Manager Application offers sophisticated event management.

- **Streamline event management**, saving time and taking the burden off your staff
- **Manage the full event cycle**, from event planning and promotion through registration, reminders, and follow-ups
- **Perform real-time follow-up** and lead distribution, with precise lead tracking
- **Capture data** from each event for analysis and re-use across other campaigns
- **Act quickly**, moving event prospects into the sales lead pipeline

To learn more about the event management capabilities of CDC MarketFirst and how they can address your firm's unique needs, call +1 877-748-6825.

**CDC MarketFirst is a marketing automation and lead management solution that enables marketers to conduct even the most complex multi-channel marketing campaigns for their events. The CDC MarketFirst Event Manager Application enables marketers to easily promote their events with sophisticated multi-wave campaigns, register and track attendees, and send ongoing reminders, follow-ups, surveys, and more.**

Live and online events are excellent lead-generation opportunities, but marketing them and managing the registrations can be laborious and time-consuming, limiting the number of events a marketing department can handle.

CDC MarketFirst Event Manager streamlines event marketing, enabling users to leverage re-usable campaign templates—or to create their own—to market events and manage registrations with ease. CDC MarketFirst can be set up to automate the entire event communications process—from early “save-the-date” messages through rounds of escalating event invitations and “last-chance” and “sorry-you-missed-it” communications. Prospects can register for the event through CDC MarketFirst and receive automated confirmations, follow-ups, and reminders, as well as post-event surveys, distribution of replays or presentation decks, and thank-you messages.

## Conduct Event Marketing with Ease

Manage cross-channel event marketing for your online and offline events through a single platform, and send automated invitations, reminders, confirmations, follow-ups, and surveys.

## Track and Manage Registrations

Marketers can easily monitor registrations, generate lists of attendees, and see qualifying information about each registrant.

## Benefit from Leads Instantly

No need to wait till the event occurs to reap its lead-generating results—with CDC MarketFirst's instant lead qualification and distribution, sales reps can start to work the leads from the moment of registration.

## Survey for Pre- and Post-Event Feedback

Use CDC MarketFirst's surveying functionality to poll registrants in advance of the event to get agenda input and to gauge satisfaction and gain feedback. Use this information to improve the quality and success of future events.

CDC MarketFirst radically improves the efficiency and effectiveness of today's marketing department. It gives marketing professionals the power to synchronize their offline and online marketing programs, resulting in lower costs, higher response rates and, ultimately, increased customer value.

## Enhance Your Event Management Capabilities

Marketing events such as seminars, tradeshow, webcasts, and user-group meetings are a mainstay of most organizations' marketing strategies. They are also among the most labor-intensive and detail-oriented of marketing efforts, requiring tremendous effort to effectively project-manage logistics, invitations, registrations, follow-ups, travel plans, scheduling, lead management, budgeting, and final evaluation.

Too often, the marketing staff spends an inordinate amount of time performing menial tasks just to keep up with it all, while response rates dip. Many companies also face challenges in the transfer of event-generated leads to the sales force, and in timely subsequent follow-up by the sales team. These factors can lead to over-taxed marketing teams stretched beyond their limits to deliver events that fail to show a meaningful return on investment—clearly not an optimal use of marketing resources.

At the same time, events can be among the most valuable of marketing activities when done properly, attracting captive audiences of qualified leads and promoting customer loyalty and retention.

Using CDC MarketFirst, marketers can streamline the entire event process to deliver professional quality event planning, targeting, promoting, and execution.

- Precisely segment and target audiences to get the right people to your event.
- Increase attendance rates with personalized, multi-channel invitations and automated reminder messages across multiple media channels.
- Encourage word-of-mouth registration by integrating viral (send-to-a-friend) components into campaigns.
- Establish a one-to-one relationship via customized e-mail content such as directions and travel itineraries.
- Create multiple test and control groups to perfect copy, design, and offers that pull the highest response rates.
- Create multi-wave campaigns that promote to your highest-priority list first, followed by lower-priority lists.
- Reduce costs by converting print-based communication to electronic collateral.
- Maximize return on marketing investment through seamless integration with your CRM system.
- Convert event registrants and attendees into prospects through more effective profiling, demand generation, and follow-up, including surveys and collateral fulfillment.
- Keep in touch with non-attendees by routing them through other interactions, such as collateral downloads, sign-ups for other events, and subscription services.
- Know immediately the status of the event with real-time campaign measurement and reporting, and tailor messages and offers accordingly.
- Evaluate event success and keep attendees engaged through follow-up surveys.

### **Achieve Measurable Results**

Use CDC MarketFirst to synchronize your marketing database, website, and multi-channel communications to stage events that get the right results for your company, with measurable increases in revenues, margins, and customer loyalty.

- Create more organized, high-response events
- Increase response rates for in-profile attendees
- Increase retention rates
- Effectively manage registrations, confirmations, and follow-ups
- Improve staff productivity
- Turn event attendees into hot prospects
- Receive instant feedback on event performance
- Save and re-use successful event blueprints

### **Learn More About CDC MarketFirst**

To learn more about how CDC MarketFirst can help your organization take advantage of the full potential and costs savings of electronic channels, maximize conversions, and expand market reach, call us today at +1 877-748-6825 or visit us at <http://www.marketfirst.com>.