

Cut costs, go green and enhance customer service: too good to be true?

Philip Haines – www.eventbookings.com

In this case it is all proven to be true – by using online event management software you can indeed:

- cut your operating costs,
- increase your productivity,
- be environmentally responsible and
- improve service levels to your delegates,

through the event life cycle from marketing, through registration, logistics and post-event communication.

The use of Web and email based technologies in **event marketing and invitation management** leads to substantial savings in print, and brochure production costs combined with their related distribution costs. Invitations can be more targeted and personalised by using email, and response rates can be increased with the use of reminders.

An effective website is also an ideal vehicle for the agenda, travel and accommodation information, and other delegate communication, which can be quickly updated, and advised to delegates immediately.

The use of **online registration** leads to reduced telephone, fax and mail charges, complemented by reduced staff costs for data entry, management and administration. Increased revenue can occur because of targeted email marketing and making it easier for delegates to register. Delegates will receive immediate confirmation of their registration, together a receipt if they have paid any fees via online payment. Amendments and cancellations will be easier to deal with, to the extent of allowing delegates to manage this themselves if the organiser agrees.

In **Logistics** there will be reduced labour, admin and communication costs through tailored online report access. There will be no need to be spending time laboriously producing reports and sending them out, anyone who needs access to data can be given it, with a range of access restrictions if necessary. There are more savings if you can print double sided..

Badges can be collected at the venue, saving distribution costs and re-printing of lost and forgotten badges, and should be recycled where possible.

Onsite there will be fewer onsite registrations to be processed as the use of online registration will enable registration to remain open right up until the date of the event. Potentially there are new revenue options such as online participation through the web.

After the event **presentations and proceedings** can be made available online, reducing media and distribution costs.

Post event reconciliations will take less time to produce, and higher response rates to satisfaction surveys can be obtained by building them online.

In addition to the savings in direct costs outlined above there will be related reductions in overhead costs such as office supplies, space and electricity.

In the tough times that we are facing this is one way that you can achieve a range of objectives very easily, and boost your productivity.

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