

# Event Management



## When the Show Must Go On

A well-designed event like a Webinar provides companies with an excellent opportunity to showcase their expertise and products to a self-selected group of potential customers.

While good content is crucial, the mechanics of registration, promotion and follow up need to be seamless to ensure an overall positive experience. Event management software needs to be robust and flexible, giving both the planner and the customer a simple, direct signup process that still gives them options to meet their individual needs.

## The Marketbright Advantage

**Create Customized Invitations** — Marketbright's Events Manager guides organizers through a series of easy-to-use steps to create a customized signup screen tailored to attendees. Behind the scenes, event managers can create automated confirmations and reminders to alert potential customers that the event is approaching.

**Integrate into Website** — Create event centers on your company's Web site, matching the colors and branding elements already there, in effect making the campaign and the website the same.

**Promote the Event** — Optimize content for search engines and import email lists into customized invitations. Allow one person to register for an entire group and automatically send emails to that group. Register walk-ins online.

**Analyze the Response** — Track registrations in real time to determine how the campaign is responding. Gather basic data about attendees and funnel that information into a lead scoring engine. Follow up with a call from Sales or place the potential customer in a lead nurturing program and send them customized, relevant information on events, products and demos.

“Increasing the frequency of our prospecting events to deliver more qualified leads to sales was a top objective this year. To do this we needed an automation solution that would simplify event execution. **Marketbright's Event Manager** has reduced our event campaign development time from days to minutes.

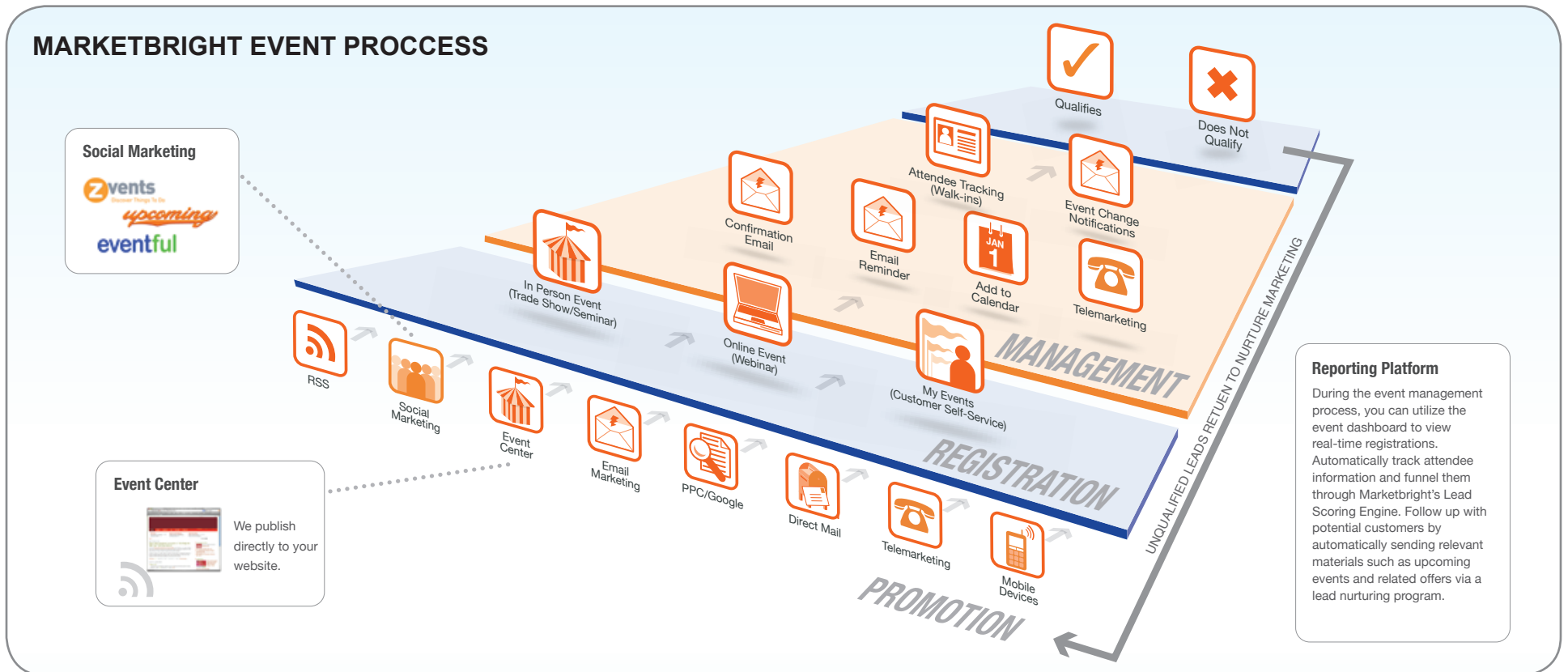
The templates, one-click registration creation and automated notifications have saved an incredible amount of hours.

As a result, we're able to focus on developing the right event content and dramatically increasing the number of events we now manage. It was also a nice bonus that the Event Manager integrated so smoothly into Marketbright's automated lead scoring engine.”

**Wendy Yale**

Director of Marketing Communications  
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## MARKETBRIGHT EVENT PROCESS



### Tips to Create Successful Events

Plan to offer popular events several times and list all those dates on invitations and the website. Potential attendees will then find it easier to commit, boosting attendance.

If the event is online, create day-ahead and one-hour Internet reminders to ensure that busy attendees shift their focus.

### About Marketbright

Marketbright provides an on-demand marketing automation solution which allows companies to implement self-service campaign execution and demand generation, automate lead scoring and nurturing, and to gain visibility into closed-loop campaign-to-cash metrics via real-time dashboards. The integrated marketing platform results in a full 360-degree view of your customer's interactions, and this information is used to route only valuable, qualified leads into your sales CRM. Marketbright's customers include Serena Software, VMware and Avid. Marketbright is headquartered in San Bruno, CA. For more information, visit the company's Web site at [www.marketbright.com](http://www.marketbright.com).