SmartEvents

SmartEvents, powered by Microsoft Dynamics, combines the latest technology with our experience to improve your organisation's event strategy to deliver the best all-round experience.

Our **Smart**Events product offers a simple to use and highly flexible event management solution. Whether your events are small or large, conference or workshop, this product is for you if events feature in your role at all. Designed and built directly within Microsoft Dynamics, the **Smart**Events module gives users access to all the information they require to set up, plan and manage any type of event.
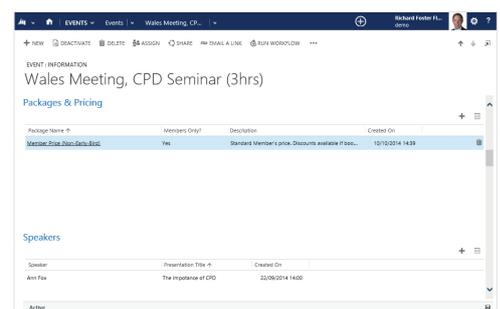
SmartEvents is a fully integrated extension to Microsoft Dynamics giving you complete flexibility to tailor it so that it precisely matches your user and organisation needs whilst benefiting from the feature rich capabilities of the world's leading CRM system.

Many of our clients use **Smart**Events in different ways, from managing simple events at a single location to running large conferences that incorporate multiple tracks, sessions and work streams, speakers, sponsors, exhibitors, accommodation packages, transportation and venue management.

Features

- 100% built in and fully integrated with Microsoft Dynamics CRM
- Comprehensive event and conference management functionality
- Flexibility to add, rename or remove any field to match your organisation's terminology
- Workflow and task automation
- Speaker, sponsor and exhibitor management
- Venue, supplier, accommodation and transportation management
- Create bespoke event packages
- Payment processing (linking with finance system or payment gateways)
- Online sign up and processing (integrated to website)
- Early bird discounts
- Event ROI budgeting and forecasting
- Campaign planning, management and analytics dashboards
- Visibility of past, planned and future event attendance at contact and organisation level
- Full audit history
- Individual and group booking capability

Event overview
Built using Microsoft Dynamics

smart*impact*

To find out how we can help you contact us on:
0845 544 2043, **info@smartimpact.co.uk** or visit us at **www.smartimpact.co.uk**

SmartEvents **Facts**

- Developed in Microsoft Dynamics CRM

- Fully integrated with Microsoft Office: Outlook, Word, Excel and SharePoint

- Cloud or on-premise hosting

- Web and offline accessibility

- Fully accessible on mobile and tablet

Business Benefits

- Can be customised to meet all your individual needs

- Cost-efficient thanks to building on Microsoft Dynamics

- Manage multiple events easily and all within one platform
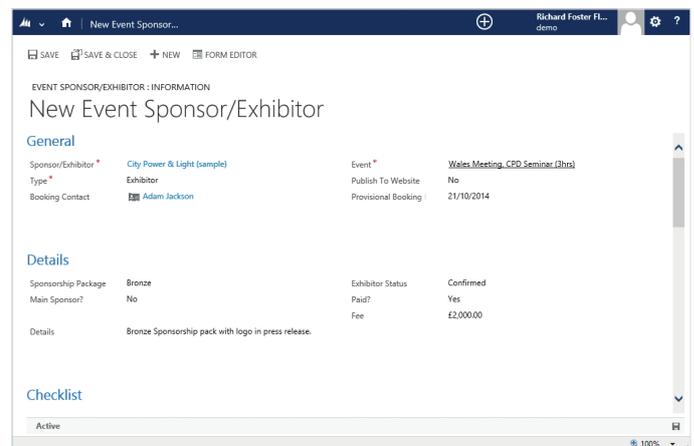
Improves Productivity

- User-friendly and intuitive software minimising the need for user training

- Combines familiar Microsoft Office interface with membership-specific CRM solution

- Automates repetitive and time-consuming tasks, increasing team efficiency and effectiveness

Rapid Implementation

- Requires minimal IT resources

- Familiar Microsoft interface speeds up user adoption

- Allows for customisation without extensive development

- Multi-channel options including web-client, Outlook client, mobile, tablet, mobile client

- Easily integrated with other applications, such as finance & accounting systems, marketing email tools and website CMS'

- Allows for configuration of specific terminology and custom views without extensive development

Saves Time and Money

- Fast installation due to out-of-the-box membership functionality

- Standard membership functionality reduces development cost to you

- Outlook integration records tasks and events in CRM at the click of a button

Sponsor Form
Manage event sponsors within Dynamics