

## Plan, Prepare, Register, Present And Measure Seminars And Events

### Key Features

- Collect all Seminar and Event information in one place, for easy access.
- Invite contacts from your database and from imported lists.
- Self-Registration through the Seminar/Event Portal.
- Plan all elements of the seminar.
- Use the Activity management system to coordinate within the Team.
- Let registrants update their contact profile.
- Produce registration lists and nametags.
- Collect attendance and purchase information.
- Automatically communicate with registrants, before and after the Seminar or Event.
- Integrate with other applications to receive orders or take payments.
- Provide real-time management information.
- Easily Integrate Events into a marketing program.
- Part of a complete CRM solution

The Soffront Seminar and Event modules provides the capabilities to plan, prepare, register, present and measure seminars and events.

The optional Marketing Automation Module allows you to import lists of prospects and invite them (as well as people in your CRM database) via email or direct mail.

- A Seminar/Event Portal enables self registration.
- Nametags and attendance lists can be produced.
- Attendance information can be collected.
- Resources can be planned, and costs collected.
- Purchase information can be collected.
- Real time information on Seminar and Events can be provided to Management.

### Improve seminar and event planning

Make it easy for your team to plan the seminar and event. All information about the event can be collected in one place. This information can be available to the whole team.

### Integrated invitation and registration

The integrated marketing Automation capabilities enable an efficient process to bring people into the Seminar or Event.

Send an email invitation that drives the person to your Seminar/Event portal, so they can perform the time-consuming task of registration. Allow them to self-select from within the options. As this is done, the CRM data is updated, real-time.

### Keep your registrants informed

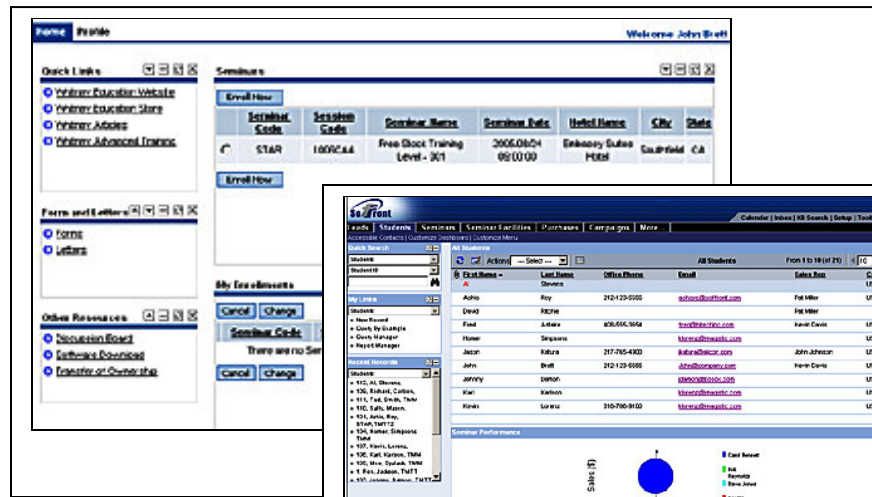
Automatically send reminders and program information before the seminar or event. Automatically send surveys after the event.

### Collect complete information

Improve planning and measurement by having all information in one easy-to-use area.

### Ease the job for the seminar/event team

When it is time to present the Seminar or Event, your team will have registration lists and nametags. Attendance information can easily be entered into the system. Every element can be in place, planned through the Resource tab.



Seminar Portal View

Seminar Dashboard View

## Comprehensive queries and reports

Soffront CRM comes with several pre-configured queries and reports. Create queries and reports easily without help from IT. Render reports in text format or colorful graphics, including trend lines, bar charts and pie charts. Custom graphic reports can even feature immediate detail through clickable drill down.

## Enforce business process rules

With the addition of Soffront Business Rules, you can define rules and monitor them 24X7. Define rules for seminar reminder notification, etc.

## Easy configuration and customization

With Soffront CRM, configuring and customizing your solution to match the way you work is easy. You access your favorite queries/reports using a sub-menu. You can add new fields, create tables and design forms to suit your needs.

## Get up and running in days

Implementing your CRM solution need not be expensive. Soffront guarantees successful implementation in days! Soffront products are built to offer you unmatched adaptability and ease of use. With our Smooth Start package, you get the out-of-the-box installation, configuration and customization, and the initial training, to be up and running rapidly.

## The Soffront advantage

- Over 13 years of product maturity
- Unmatched adaptability
- Deployed in days
- Zero footprint web-client

## Seminar and Events Module

- Seminar/Event Object
- Registration Object
- Resources Object
- Team Object
- Link to Presenters and Facilities
- Option Integration with marketing Automation to produce invitations
- Optional Seminar/Event Portal for Self-registration
- Print nametags and registration lists
- Collect attendance information
- Collect purchase information
- Collect resource cost information
- Perform automatic "Count-down" communication before and after the Seminar/Event
- Measure Seminar/Event performance
- Provide real-time data to management.

## Base features included in all configurations

- Create, configure and manage user groups and users.
- Calendar and Task Management
- Configurable Dashboards.
- Full Email functionality including reusable email templates.
- Standard report writer, with Drill down Graphical and Matrix reports.
- Integrated with MS Word to create, edit, and link documents from templates.
- Data management tools— easily copy, batch update/delete and merge records.
- Ad-hoc and complex querying capabilities including direct SQL queries.
- Data import and export capabilities.
- Integration with Active Directory and LDAP.
- Business Rules & Notifications.
- Escalation Rules for all Modules.
- Linking Rules.
- Sales Rep and Helpdesk Agent Assignment Rules.
- Customize tables, fields, views and pick-lists.
- Define relationships between all tables.
- Create and customize workflows through system.
- Scripting interface and documented API with examples.

## Add-Ons

- Integration with Outlook: Calendar, Contacts and Email.
- Mobile and PDA Server
- Offline Client and synchronization Server
- Knowledge Management— Create, edit, manage, publish searchable knowledge database.



[www.soffront.com](http://www.soffront.com)

## Headquarters

45437 Warm Springs Boulevard,  
Fremont, CA 94539  
United States  
Tel.: (510) 413-9000  
Fax: (510) 413-9027

## Sales U.S. & Canada:

Tel: +1-800-SOFFRONT  
Email: [sales@soffront.com](mailto:sales@soffront.com)

Tel: +1-510-413-9000 Ext. 235  
Email: [sales@soffront.com](mailto:sales@soffront.com)