



Aprimo Marketing Studio™ B2C

Event Management

Boost event registrant quantity and quality

Promote and produce off- and on-line marketing events to drive revenue

As marketing undergoes revolutionary upheaval, Aprimo® allows marketers to turn change into a competitive advantage through modular software that drives ROI, provides a holistic view across all channels and creates engaging, ongoing audience dialogue across marketing touch points.

KEEP IN TOUCH WITH YOUR AUDIENCE

Planning an event—whether online or at a physical location—involves much more than coordinating logistics. It's also an opportunity for you to communicate with your customers and prospects, inviting them to meaningful brand engagements. By keeping your target consumer informed and driving attendance, you can achieve a measurable business impact and ROI.

The Event Management solution offered in Aprimo Marketing Studio™ lets you tailor your event-related communications to your specific needs. You can automatically send out notifications, reminders and follow-up confirmations, to your target audience. Use personalized microsites and inbound forms to increase response rates, and promote on-going dialogue about your event and beyond. And, don't stop there. Use Aprimo's Event Management to support on-going communications with colleagues


Integrated Marketing Software

- > Reduce cycle time in planning and executing events
- > Automate communications with event attendees, participants, and suppliers
- > Capture complete event and attendee history in a single database
- > Leverage supplier history and volume discounts to lower the cost of events
- > Save successful event templates to save time and improve event delivery

KEY PROOF POINTS

- > Capture more registrants—and more leads
- > Tailor event-related communications to your specific needs
- > Automate notifications and follow-ups
- > Improve event measurement and reporting
- > Derive a greater ROI from every event

For more information, please visit www.aprimo.com

and vendors, ensuring seamless coordination and collaboration between all event team members to maximize event success.

MANAGE MOVING PARTS

Event Management streamlines planning tasks, allowing marketers to save successful event plans as templates; handle invitations, registration, and follow-up automatically; and take advantage of meeting consolidation to achieve economies of scale. It can also improve event measurement and reporting to show which events have the greatest bottom-line impact.

At the same time, Aprimo helps you manage the many moving parts involved in event planning. With Aprimo, you can centrally maintain detailed vendor information, increasing your ability to call upon preferred vendors. And, a dynamic, searchable calendar makes it easy to monitor and track multiple concurrent events.

KEY FEATURES OF EVENT MANAGEMENT

With Event Management, you can:

- > Segment your target audience and promote your event with targeted emails with digital messages that resonate
- > Make it easy for your consumers to register with personalized landing pages and pre-populated registration forms that lift response rates
- > Centralize, track, and share event details, including objectives, schedules, calendars, agendas, meeting facilities, equipment, expenses, etc.
- > Develop your preferred suppliers, track their deliverables, and associated fees and expenses

- > Don't miss important dates when you automate digital reminders with your internal and external event participants and partners
- > Manage travel arrangements for attendees, participants, and suppliers
- > Report on demand generation response rates and campaign effectiveness

Wherever you begin, Aprimo can help you navigate through marketing's revolutionary changes to develop an ongoing, anywhere, anytime dialogue with your audience that results in more meaningful, more efficient interactions with customers everywhere.

ABOUT APRIMO

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI. Only through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio B2C and Aprimo Marketing Studio B2B, can marketers truly integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate Marketing efforts into measurable business impact and revenue. Hundreds of thousands of Marketers trust Aprimo to revolutionize their marketing including Bank of America, Honda, King Pharmaceutical, Pearson Education Ltd, Time Warner Cable-NY and Wal-Mart.