



The Ultimate Guide to Online Event Management

All that you need to know on how to Manage Events, Registrations and Attendees Online

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Introduction

Every event, irrespective of its scale, calls for special attention and proper planning. Whether you are hosting an annual dinner or a conference, as an event planner you have to focus on every minute detail of event management to ensure its success. Evidently, event planning is an intricate and detail-oriented job that has gained a lot of momentum in the past few years.

Planning an event requires you to multitask on a regular basis. Apart from liaising between different channels, you must also focus on some essential aspects of your job such as Time Management, Resource Allocation, Team Coordination, Payment Management and Sales. Moreover, you must prepare yourself to function as a troubleshooter to prevent last minute glitches.

Acteva specializes in offering customizable Event Management solutions for organizers. Its range of comprehensive tools provides start-to-end management for all kinds of events. Millions of event planners opt for Acteva's line of products to plan successful events and avoid glitches. As a result, Acteva is one of the leading Event Management software providers.



1. Event Planning - Challenges

Event Management is an extremely challenging job that involves erratic work hours, extensive paperwork and promotional glitches. Event planners are often required to plan and host events on short notices. This requires them to undertake several responsibilities simultaneously. Multi tasking, is an essential quality that successful event planners are expected to possess.

A lot of planning and brainstorming goes into making an event successful. In the preliminary stages, event planners produce the blueprint of the event. The blueprint must contain a basic estimation of the resources, budget and other requirements to pull off the event successfully. This is an extremely critical step that helps event planners to adopt the right strategies to execute their events.

1.1 Smaller Events vs. Bigger Events

According to most event planners, planning for the smaller events is significantly more challenging as compared to planning for the large scale events. Some of the factors that make organizing smaller events more challenging in nature are as follows:

1.1.1 Budgetary Constraints

Organizing smaller events is a big challenge because such events generally have tighter budgets. Event planners therefore remain cautious while planning small events since they cannot spend extra. Bigger events, on the other hand, provide a greater scope for the event planners to undertake different initiatives.

1.1.2 Marketing Glitches

Since attendee volumes at the small events are generally quite low, the marketing plan for such events has to be extremely focused to attract the target audience. It is important to ensure that prospective attendees are not misled by the marketing communication since attracting the wrong audience will invariably result in failure.

1.1.3 Limited Resources

Smaller events provide the ability for event planners to demonstrate their multitasking skills. Event managers have to perform several key responsibilities singlehandedly. This makes their role extremely challenging because not only do they perform multiple functions but they do it in a timely manner.

Event planners need to rework their strategies constantly to make sure they don't overshoot their budget. It is also not rare for them to encounter sudden glitches while hosting the event. These professionals are therefore expected to know their job well and undertake all the challenges efficiently.

The **Marketing** plan for
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the target **audience**

2. Tips on Hosting Successful Events

To become a successful event planner, you need to pay attention to every detail. In addition, you should have excellent crisis management skills to overcome challenges that will come your way. The following tips on event management will help you to focus on all the essential aspects that require attention when it comes to hosting successful events.

2.1 Outline the Objective of Your Event

Every event has a purpose behind it and it is extremely pivotal to understand this objective before hosting the event. You should ask yourself some essential questions about the event before creating your plan. Some of the questions that you must ask yourself will include

- What is the nature of your event?
- Who is your target audience?

By finding answers for these questions you can identify the purpose behind hosting the event. This will help you to adopt the appropriate strategies to draw more attendees. For example, if you are hosting a book launch, you should ask yourself how you can attract more book readers to sign up for an event that will interest them.

2.2 Plan the Process

Event management is a multi level process that involves proper planning. Without planning the process, event managers cannot ensure the success of their events. You need to first understand all the stages of the event management process. To begin, you must know the tentative date of the event and pick the venue. Once you have this information, you must focus on planning the logistics that will be required to pull off the event.

It is helpful to make a checklist to stay organized. Make sure you spend ample time on this step because it will help all the stages run smoothly.

2.3 Understand Your Target Audience

As an event planner, your primary focus should be attracting more people. Therefore, you must have a clear image of the person you wish to draw to the event. This is extremely important since it directly influences your marketing strategy. Try to understand your target audience's preferences, interests and expectations from the event.

This will help you to reach out to more people in an effective manner.

2.4 Plan Out Your Budget

Planning an event requires investment. You need to manage the budget in regard to all aspects of the event. To set a realistic goal for yourself, you must prepare a budget listing expected expenditures for all resources. The budget will help you to allocate funds properly and avoid unnecessary expenditures.

It is essential to note that you must prepare your budget based on a specific time frame and also update it on a regular basis.

2.5 Get the Right Team

Event management is all about team work and coordination. Given the demanding nature of this work, it is essential to get a competent team that can work under pressure. The most successful event planners say that smaller teams perform better when working under pressure. This is because smaller teams have better coordination and stronger bonding. While picking your team you must focus on getting competent professionals who can undertake challenges.

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2.6 Select Proper Venue

Selection of the right venue is a major factor that ensures the success of your event. It is extremely important for you to pay proper attention to this aspect before hosting the event. You should ensure that the venue is easily accessible for your attendees to ensure maximum participation. It is recommended that you choose wisely after considering a few options. Furthermore, by negotiating wisely you can get the appropriate venue without spending extra.

2.7 Select the Right Theme

Considering that your event should engage attendees, innovation holds the key to your event's success. You must select a proper theme for your event to attract their attention. The theme should complement the event you are hosting. Before zeroing in on the theme for the event, you must understand your target audience and their preferences. By spending some time on this, you can come up with creative ideas for your event.

Tip: If your **Event** is scheduled to be **held** soon and you are **hard pressed** for time, you should **avoid going overboard** with the theme to **avoid** mismanagement.

2.8 Promote Your Event

Some of the best events fail because event managers neglect the promotion aspect. No matter how big or small your event is, you must promote it to draw attendees. You can use traditional media to spread awareness about your event or opt for new media channels that are both efficient and cost effective.

It is recommended that you work on your promotional strategy in advance to spread the word about your event. This will also help you to look at other options for promotions.

2.9 Choose an Event Management Solutions

End-to-end event management solutions help event organizers to streamline the process of event registration, payment management and event management. These tools enable event managers to plan for all kinds of events in an effective manner.

Comprehensive event management tools provide the following benefits to event organizers:

- Increase attendance
- Streamline registration process
- Eliminate administrative hassles
- Lower administrative costs

2.10 Seek Feedback from Attendees

It is important for you to seek the opinion of your event attendees to gauge the success of your efforts. Their views can help you to understand if your event served its purpose or not. Moreover, you can learn about the errors and avoid them while hosting future events.

3. Event Management Solutions

Planning, managing and executing successful events are the major challenges that event planners face on a regular basis. Irrespective of the scale of your event, you need to take a number of factors into consideration to achieve the best results. To help organizers manage their events effectively, a number of sophisticated software tools have been introduced.

In the past few years, the popularity of online Event Management solutions has grown by leaps and bounds.

A recent study has found that around 67 percent of event planners depend on integrated Event Management.

In fact, an increasing number of event planners are opting for comprehensive online Event Management solutions to streamline operations and ensure the success of their event.

Comprehensive Event Management solutions come with several key benefits that help event organizers. They are cost effective tools, user friendly, and great for all types of events.

4. Benefits of Online Event Management Solutions

The growing importance of adopting integrated event planning solutions cannot be stressed enough. Throughout the world, event organizers are introducing advanced online solutions that are designed to ensure the success of various kinds of events. There are a number of factors that make these tools popular among event planners

4.1 Cost Effective

Before the online event planning tools gained popularity, event managers had to spend a considerable amount of money on employing resources to manage and execute events. Advanced online Event Management tools have helped bring down costs to a considerable amount. There are a host of options to choose from that can help you to manage everything without spending extra.

4.2 Event Marketing

Planning a successful event calls for a lot of hard work on several different levels. The success of the event depends on a number of factors including promotion and marketing. You may spend several days and months planning an event, but your efforts will be wasted unless you plan your promotion strategy. Comprehensive Event Management software tools have built in marketing features that can help you spread the word about your event.

Comprehensive Event Management Software Tools have built in marketing features that can help you spread the word about your Event.

The private community option, in particular, is an extremely useful tool by which you can promote your event effectively. Private communities consist of people with shared interests. Through private communities, event organizers reach out to their target audiences. This option lets your prospective attendees network with one another and share updates about upcoming events.

4.3 Simplified Event Registration Process

The success of your event depends on your ability to attract more attendees. By simplifying the process of event registration you can ensure an increase in the number of participants. Online event registration solutions make it easier for your prospective attendees to sign up for the event. They simply fill out the registration forms, add necessary details and manage their registration with the click of a mouse!

It is also important to note that streamlining the event registration procedure helps you to eliminate administrative workload and unnecessary paperwork to a considerable extent. Therefore, not only do you get to draw more people to your event but also reduce backend work.

4.4 Reporting

Monitoring the response of your target audience is a major element of event planning. In the pre-event stage, you need to know if your prospective attendees perceive the event favorably or not. It is important to spark the interest of your prospective attendees to draw them to the event. In the second stage when your event is on, you need to monitor several aspects. Interestingly, your job is not over after the event comes to a close. The post-event phase, in fact, is the most important stage that can help you with future events. This is the stage where you need to figure out whether or not your event met the expectations.

Online registration software tools have comprehensive reporting features to help event planners assess the success of their events. Comprehensive reports on online registration status, registrants, check in and sales are easily available. Post event reports are also accessible for event organizers to gauge the success of their initiatives. By evaluating the post event reports carefully, you can avoid problems in your other events and adopt the right strategies to get more attendees.

4.5 Payment Facilities

Managing payments has always been a major challenge for event planners. With a comprehensive Online Event Management software tool, you can make it convenient for your registrants to sign up for your event. These advanced tools support all major credit cards and other payment gateways. Your registrants can sign up for the event from any part of the world. This makes your work easier and helps your registrants to pay for the tickets.

With a **comprehensive Online Event Management software tool**, you can make it **convenient for your registrants to sign up for your Event**

Apart from enabling your registrants to sign up for the event in a few minutes, Event Management solutions also send instant confirmation e-mails upon successful registration. This feature allows your registrants to confirm the registration process.

4.6 Additional Features

Additional features including accounting support are some of the other factors that make online Event Management tools the right choice for event planners. With these useful features, event planners get to manage their events from a single integrated platform in an effective manner.

5. Trends in Event Planning

Over the years, the domain of event planning has evolved at a fast pace. Various kinds of events are being held all over the world, making the role of event organizers even more challenging. Among the different kinds of events that have gained considerable prominence in the recent times, Corporate Events and Green Events have become a trend. These events are being organized on a regular basis and event managers are coming up with interesting ideas to plan them.

5.1 Corporate Events

Various types of corporate events have become increasingly important for different kinds of organizations. Press conferences, annual functions and product launches are some of the events that enterprises organize on a regular basis.

For event organizers, the challenge lies in planning corporate events at different scales. For example, smaller organizations that have limited resources host smaller events that call for a different kind of planning when compared to the bigger events hosted by multinational companies. So, while planning for corporate events, it is essential for organizers to focus on some essential aspects that include the following

5.1.1 Budget

Budget plays the most important part in corporate event planning. It determines the scale of the event and influences the choice of resources required to pull off the event. It is extremely important to set realistic goals for your events after taking the budget into consideration. Proper planning and effective resource allocation are required to set the right budget for all kinds of corporate events.

5.1.2 Invitations

You must send out invitations to the event with a reasonable amount of time to increase the number of attendees. The invitations should include necessary information about the event, venue, speakers and more.

5.1.3 Time Management

Success of any corporate event depends on the organizer's ability to plan and organize effectively. Various aspects including food, lodging and entertainment call for special attention. To focus on each of these aspects, it is pivotal for you to manage your time efficiently.

5.1.4 Venue

Venue plays a very important role when it comes to attracting more attendees to your event. Depending on your budget, you can select from a large number of options and opt for the best location where the event can be held. Before selecting the final venue, ensure that it offers all the necessary amenities to host the event.

Corporate events offer organizations the scope to boost communications and market their products and services. With an increasing number of companies realizing the importance of such events, event planners are now focusing on this domain which has tremendous potential to grow.

5.2 Green Events

The concept of green events has gained a lot of popularity in the recent times. According to a recent survey, various organizations are opting for these events to demonstrate their commitment to the green cause. Notably, these initiatives are being viewed favorably by event attendees. As a result, organizers are now concentrating on green events that are expected to gain further popularity in the near future.

Planning a green event is both challenging and interesting. There are a variety of unique approaches to hosting an eco friendly event. Some of the tips:

5.2.1 Pre Event Planning

Onsite Recycling

Onsite recycling is essential to ensure minimal waste after an event is over. Some of the items that should top your priority list for recycling will include the following

- Newspaper
- Cups
- Magazines
- Glass containers



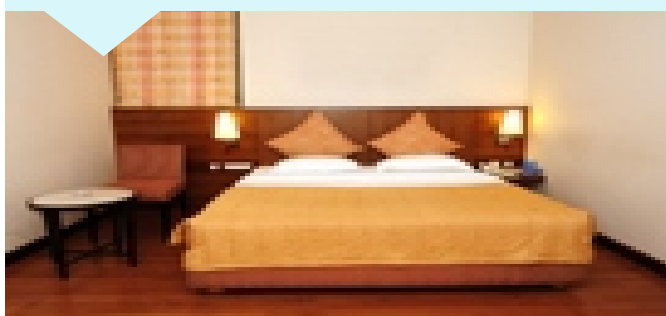
Prepare an Estimate

It is essential for you to have a fair idea about the amount of waste that is expected to be generated during the event. This will help you to plan your resources accordingly and adopt the right strategies to host the event. To prepare the estimate, you need to coordinate with your team and allocate work effectively. You will also need to liaise with vendors, distributors and outside suppliers.



Go for Green Lodging

If your event requires you to select lodging options, you should try to include eco-friendly hotel or resort options. Several hotels and resorts have been set up across the country that offer eco friendly lodging facilities. Before selecting the hotel, you should check if the hotel provides a shuttle service, organic food for lodgers and water only upon request?



Promote your Cause

To ensure the success of your green initiatives, you need to promote your efforts extensively. Press releases and social networking sites are some of the most effective means to spread the word about your event.



5.2.2 Recycling Checklist

You should have a checklist with you to complete your work on schedule. Your 'to-do list' should include the following:

- Place the recycle bins at accessible locations
- Monitor the recycle bins during the event
- Place multiple recycle bins at locations where maximum waste is expected to be produced
- Label the recycling bins clearly with noticeable colors
- Assign a 'floater' the responsibility to check the area periodically

5.2.3 Post Event

The post event period is the time when you should introspect and assess the success of your efforts. Your post event checklist should include the following



- Seek the opinion of event attendees to understand their overall perception
- Include recycling questions in your post event surveys
- Donate leftover food to a local food bank
- Remove all the waste from the site

• Eco-friendly Promotional Gifts

Promotional items are an integral part of an organization's branding activities. Promotional gifts such as pens, calculators and coffee mugs are some of the traditional items that have been circulated by organizations. With these items, organizations spread awareness about their brands. Owing to the popularity of the green concept, a large number of companies are now going for eco-friendly products. Eco-friendly promotional gifts are reusable and extremely useful for the end users.

Some interesting ideas for eco-friendly products include the following:

• Promotional USB Flash Drives

Minimal use of paper is a key message that would like to spread through your green initiatives. You can promote this concept by handing out USB flash drives as promotional items. These items are used on an everyday basis.

• Promotional Bags

Organic cotton bags are a wonderful option as promotional gift items. These bags are durable and reusable in nature. Your attendees can use these bags for several years to come.

• Apparel

T-shirts, caps and polo shirts made from recycled materials are quite popular as promotional items. This is a cost effective option. Organizations with tighter budgets can also opt for eco-friendly apparels.

• Promotional Cups and Mugs

Event organizers find it extremely challenging to deal with paper coffee mugs and water bottles. Promotional cups and mugs made from recyclable materials are therefore a good option. These cups and mugs can be reused, and are available at a cheaper price.

Conclusion

Event planning is a process and each stage calls for proper attention. You cannot ensure the success of your event unless you adopt an organized and professional approach. While it is true that comprehensive event management tools have simplified the process to a considerable extent, the role of event planners has not become less significant. The choice of an appropriate event management solution has become extremely important. Event planners are now expected to play several key roles to avoid lapses and ensure the success of their events.

New trends and improved tools are changing the way events are organized and hosted – making it easier for event planners to adopt the best practices.

Have Questions About Acteva? Call (877) 933-4730, to speak to one of our professional sales representatives. We're available to handle all your online registration needs Monday through Friday from 7:30 am to 5:00 pm (Pacific Standard Time).

We hope you found The Ultimate Guide to Online Event Management helpful and informative. For more information on Acteva and our online event registration solutions, please go to www.acteva.com.

About Acteva

Founded in 1998, Acteva is the largest and most experienced Event Registration, Class Registration and Private Community Software provider in the market today. They have been helping organizers “know who is coming to their meeting, class or event”. Acteva has not only provided more than 20,000 organizers with a solution to online payment management, but also a place for attendees, members and donors to interact, collaborate and communicate. Acteva has been a pioneer in the event technology industry for more than 12 years, and has hosted over 400,000+ events that have been attended by more than 7 Million+ people.



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