

## eVent

Event Management Becomes a Cakewalk With eVent



Event management has become a rapidly growing industry of the day and with good reason too. Judicious and effective event management can spell instant success for the brand being focused on at the event. Now, the entry of software solutions to facilitate event management holds promise to take the concepts of event management and brand promotion to new levels altogether.

Our **eVent** solution secures automation of the whole process of event handling. It relieves you of the lot of repetitive and time consuming work that is usually associated with event management. You thus save on time which can be fruitfully utilized for strategic decision making.

**eVent** comes as a complete event planning and managing solution. Event planners of **eVent** seek to bring about an increase in the number of people attending an event while decreasing the costs involved.

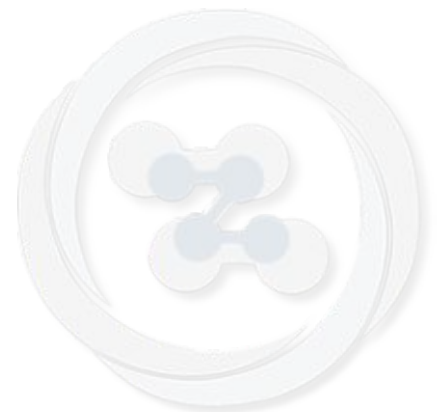
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Set About With  
Managing Events at  
Ease- with Automation  
of the Event  
Management Process

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### Highlights

- ☞ Easy event management
- ☞ Automatic event calendar display
- ☞ Seamless event email marketing
- ☞ Multiple point access
- ☞ Easy event registration



## Z@RIGAMI<sup>PRO</sup> Data Sheet

### eVent

#### ▶ Event management made easy

**eVent** provides event planners that work towards increasing attendance at an event and decreasing costs. The whole process of event planning and management is automated thereby making it less time consuming. No more would you need to engage yourself in the cumbersome repetitive and time consuming tasks.

#### ▶ Automatic display of event calendar

**eVent** enables automatic displaying of an event calendar. This lists all the events on your website scheduled for the next two weeks or the next month or perhaps even those planned for a whole year. **eVent** seamlessly updates a listing of your event calendar on your website- automatically.

#### ▶ Seamless event email marketing

The events created through **eVent** can be seamlessly exported to eNewsletter - that facilitates email marketing.

#### ▶ Enabling of multiple point access

**eVent** permits multiple sub administrators to create their own events, specific to their area, that can be smoothly integrated into the main website event calendar.

#### ▶ Easy event registration

With **eVent** you can easily register yourself for any particular event. You even receive an email to remind you of the date of the event.

#### ▶ Usage of unique color coding process

A special feature of **eVent** is that it ensures that the user is not lost in the multitude of events that may be displayed in the calendar. For achieving this **eVent** makes use of a unique color coding process for all events. Users can easily identify the type of event that is of interest to them by the color codes specified. The events can be viewed by their types ('event types') too.

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For further details, please contact ZINFI today