



## Event Management and the Cloud

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### Summary

Cloud computing is a way of delivering software over the Internet. Event managers are starting to understand how they can take this development in IT and use it to help improve the management and quality of their events. This article looks at event management and the cloud and highlights two popular event software solutions that can be deployed via the cloud.

### Article Body

Cloud computing is the delivery of shared resources, software and information over the Internet. It is a relatively new delivery model for IT services and provides users with a completely different way to use and manage their IT software and platforms. A common way to use cloud computing is to subscribe, or pay a monthly fee to use a particular software solution. Instead of the software being installed on a user's computer directly, the user accesses the software remotely, via their web browser.

Some of the generic benefits of cloud computing include:

- **Cost:** Cost can be greatly reduced since capital expenditure is converted to operational expenditure, lowering the barriers to entry
- **Local Independence:** Users can access systems using a web browser, regardless of their location or device they are using
- **Scalability and Peak Load Capacity:** Using software on the cloud means that companies can manage peaks in demand with ease
- **Reliability:** Reliability is improved making it a safer option with regards to disaster recovery
- **Maintenance:** This is easier on cloud computing since the software is not installed on the user's computer; meaning that support and upgrades are managed and taken on by the provider themselves.

Event managers are able to take advantage of cloud computing and use it to improve efficiency and reduce the cost of their events.

Two of the most popular cloud software solutions for event managers are:

#### Google Docs

Google Docs is a fantastic example of cloud computing. Traditionally, working off a master document on a conventional server or network could cause many issues, such as:

- Not knowing if you're working on the most recent version
- Only one person at a time being able to gain access
- Only those working on the server/network would be able to access the document
- Issues with duplication

However, hosting documents on the cloud means that key members of the event team (and external partners and suppliers) can access documents at any time from any place (Internet connection pending). There's no limit to the number of people who can view the document at any time, updates are made in real time, and there are no issues with document duplication. Additionally, hosting documents on the cloud is also safer, since they are not relying on the security of the network or server they would normally be kept on.



## Event Management Software

Event software is starting to play a key role in the organisation and management of events.

Comprehensive event management software includes features such as:

- **Website Integration:** Seamless integration with your website gives delegates a smoother, safer journey and ensures you stay within your corporate brand guidelines
- **Online Registration:** Creating fully customisable online booking forms on your own website, capturing the most relevant information from your delegates
- **Online Payment Processing:** Allow your delegates to pay online in a safe, secure environment
- **Invitation Management:** Make sure you are targeting the right prospect delegates with an integrated invitation management tool
- **Email Marketing:** Powerful, integrated and fully functional email marketing tool to send highly targeted email campaigns to delegates and prospects
- **Badge Production:** Save time by producing personalised badges quickly and effectively
- **Resource Management:** Simply manage all your resources through a comprehensive calendar
- **Integrated Reporting and Analysis:** Ensure you can determine the true ROI of your events through a powerful reporting and analysis suite – quickly and simply drill down to the event data in a matter of seconds
- **Event Survey:** Create integrated, customisable and automated surveys for effective feedback management

Event software can help event managers create more effective, successful events. Research has shown that during the current economic downfall, many event companies have begun to take advantage of the benefits of automation and event technology to help stay afloat. Increasing efficiency and reducing the cost of hosting events is helping to increase the return on investment provided to both the event company and to the delegates attending.

A cloud based event management solution offers the opportunity for event managers to manage event teams and service delegate and booker requests, from any location at any time. At the same time, event promotions, bookings, cancellations and updates can also be undertaken using the internet as the key delivery vehicle.

From the event managers point of view, event management software on the cloud will take care of high volumes of outbound transaction (email newsletters, invitations, etc) and inbound transactions (event bookings, modifications, cancellations, etc), saving time and money, whilst giving delegates a smoother and improved experience.

From a management point of view, a cloud based event management solution provides the mechanism to be in real time control of all of events activities – event managers are able to get an accurate view of the state of active events, what stage particular event marketing campaigns are at and the feedback being received on your on-going events programme. Third party partners - trainers, speakers, sponsors, caterers, venue managers, etc - can also be granted easy access, in a secure fashion, to the event related details that they need access to and can respond to any event changes that affect them, again on a real time basis.

Having a cloud based event management solution in place opens up significant opportunities for integrating the solution with complimentary applications and solutions both internally and externally. For example:



- Internally
  - Finance applications
  - Customer and contact management solutions
  
- Externally
  - Partner websites
  - Third party online payment providers
  - Social networking environments

With a cloud based event management solution, the management of events becomes wholly a business issue with the IT issues being handled by the cloud application provider. The availability of the events management solution, the backing up and securing of data, as well as the scalability of the solution in times of peak activities are all handled, transparently, by the cloud application provider.

### Resource Box

For more information on [event management software solutions](#), talk to [evocos](#). In the past year alone evocos event & delegate management software solution has created over 7000 events, managed approximately 75,000 delegates and has taken over 50,000 online.

Incorporating integrated reporting and analysis tools as well as social media, email marketing, website integration, registration, online payment, badge production, resource management and event surveys, evocos is one of the most comprehensive event management software solutions on the market today.

The [evocos event software](#) team ensures you are able to seamlessly manage your events; gaining huge cost and efficiency benefits.