

Why it is important to integrate your event software with your back office systems

Summary

Not many event managers can say with confidence that their event data is accurate, clean and up to date. Having the ability to target the right delegate to the right event is becoming more difficult. For some organisations implementing a system to help them manage their events is sufficient; however for other organisations the need to integrate their event management processes with their internal systems is becoming a bigger requirement. Linking with your CRM solution can help ensure your data remains as clean as possible, so all event marketing efforts are effective as they can be. The events industry is a tough market and event managers are starting to feel the strain, as the need to plan, manage and run streamlined and efficient events, as well as keeping up with this competitive market, is becoming harder and harder..

For any business, whether you organise events or not, it is very important that all your back end applications integrate seamlessly with each other, ensuring you have a streamlined, flawless business (and event) process. For an event manager ensuring you have accurate data is important, but being able to view and analyse this information from a single location is vital. Integrating your event software with your CRM and finance package means that all data relating to delegate attendance, payment and other activities is automatically sent to the CRM system from the event system – ensuring the CRM is always up to date and correct. In turn ensuring you minimise the impact on your organisation and your businesses technological infrastructure but still ensuring you target your delegates simply and efficiently.

Selecting the Right Event Software Solution

When looking to purchase an event management software solution you need to select the system that has the ability to grow and adapt as your organisations grows and technology develops. Business systems such as CRM solutions, finance packages and HR solutions all contain information that will need to be updated with every event you manage. The customer data on your CRM solution will need to be updated with their latest activity, the finance system will need to process any payments and the HR solution will need to update employee records if the event involves staff attendance. Automating this process through the integration with your internal back end office systems, will help you eliminate any errors and will make the process of updating other systems far more efficient. Effective event software solutions will have a flexible technical architecture, allowing them to integrate with all your current and future systems.

Integration into Back office applications

Planning an event requires information from all areas of your business, from inviting the relevant attendees, to them booking online, to receipt of payment; everything needs to be recorded not only in the event solution but also within the relevant internal systems. By integrating your fully web based event software into your internal back office systems it will ensure you provide critical and relevant statistics on all aspects of the event, meaning event organisers can make better strategic and financial decisions when planning future events.

Some clear benefits to event managers if they were to integrate their event management software and processes with their internal business model and infrastructure are:

- All event data can be **located, viewed and analysed from a single location**
- **Minimise administration through automation** of many event processes





- **Instant access** to up to date event information
- **Full control** over all aspects of your event
- Ensures you have **accurate, clean & up to date** information on your delegates/customers
- Integrates with **back office system for authentication** on costs/discounts/prices etc and all delegate data
- Creates a **comprehensive event CRM system**

CRM

By integrating your internal CRM with your event software you are able to manage customer/delegate data more efficiently. This means that the contact and company details, alongside your event booking and attendance records would be shared between the two systems. The CRM will allow for event bookings and event modifications to be made straight from its own contacts records and permit the CRM user complete control of customer event interactions.

Finance

If you require payment for your event, managing the finances behind this is no joke. An event solution that is integrated into your corporate finance application will allow payment information and details to be passed, seamlessly between the two systems (and into your CRM solution if required). Event related invoices and credit notes can be generated and despatched in either the event solution or in your internal finance application, ensuring a seamless, pain free and secure payment journey for you and for your delegates.

Event managers' job roles are becoming increasingly more difficult and demanding, as they have to juggle a multitude of tasks. Event managers are recognising that by integrating their web based event software into all their other business systems, they are able to access critical and relevant statistics on all aspects of the event, making it that much easier for them to make better strategic and financial decisions when planning future events.

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.

