Event Management

This Extension provides Functionality to plan, execute, and review events. This feature allows Users to:
- Plan venues, presenters, sessions, sponsors and event capacity
- Publish Events on the Web
- Allow On-Line Registration by Event Participants
- Create Attendee labels
- Track Participation in specific Events
- Send invitations; automate web registrations, waitlists and track event attendance
- Create Reports to Analyze Event Costs, Sponsors, Speakers and Participants

In short, Event management can be centrally controlled. Microsoft CRM Event management Extension provides a platform to ensure ALL Event Organizers are working off the same data, thus recuing wastage of time.

The Screen Shots on the following pages provide more details of the Event Management Extension.

Campaign Planning

A large variety of details of each Event can be recorded by this extension. Some of the related important Event related details are:
1. General Event Information, as shown above
2. Specific Event Details as shown in the next screenshot.
3. Event Financial Details
4. Any Event related objects like presentations, Handouts etc.
5. Event Team Members (Internal and External)
6. Event Breakout sessions and their timings
7. Sponsors for Event

Event Details

Specific Event Details recorded are:
1. Event Location Details – which are automatically published on the web,
2. Event Capacity planning details, allowing specific users to ensure the same participant data is used for booking the most suitable event location.
3. Facility to control when the Event Details can be exposed on the web – by pulishing or un-ublishing the event details

Tracking Campaign Response

Campaign Responses are used to automatically create new Contacts in Microsoft CRM, thus adding to the CRM database. In case the contact already exists in the CRM database, this can be highlighted by the Microsoft CRM Duplication detection Rules. Based on the de-duplication rules, the multiple instances of the same contact can be merged as required, while still retaining the original category assigned to the contact.