

Event Management Software for maximising corporate client revenues (White Paper)

Corporate clients form one of the lucrative segments of event attendees. With a backing of corporate funding as well as the necessity to keep up with events on annual basis, corporate clients are often sought after immensely by event managers. Wooing them with incentives and conveniences is a common way keeping them loyal.



A lobby of loyal corporate clients is a sign of healthy event management practices and will eventually translate into better event branding and markedly higher event revenues.

Any competent event management software should be capable of understanding the importance of corporate attendees. It should have built-in functions that recognize such valued customers and by default assign relevant privileges to them. Any event management system is incomplete in its business pragmatics if it lacks such a capability.

There are several ways in which event management software can accomplish segregation corporate clients and ensuring quality treatment to them. This process can be broken down in the following steps:

1. Segregation
2. Classification
3. Allocation
4. Incentivization
5. Retention
6. Cultivation

Segregation

Event management software must have in built tools to be able to distinguish the elite corporate clients from the general event audience. It can have tools that allow the software to flag such data records. These flagged entries will be available for future privilege allocation

Classification

The flagged entries should then be sorted by organizational and geographical hierarchies. This takes care of easy data access and retrieval in future. An event management software system takes care of this by adding some Meta information with each flagged corporate record.

Allocation

Once the corporate client data has been flagged and classified, it should be allotted to special cells that will ensure elite treatment to these groups. This department, usually the CRM department or relationship managers rate the clients based on several parameters like brand value, revenue potential etc. Base on these ratings, service levels are allotted on group and individual levels. The Event management software allows the PR or CRM department to quickly access the classified records and assign them the service levels. It makes available crucial analysis that help them judge the service levels on each. The customer relationship staff is also highly benefitted by an efficient Event management system

Incentivization

Once the PR and CRM departments are aware of whom to target as the elite event audience, the next task is allotting incentives that make for a great experience. An event management software allows for a whole set of comprehensive privilege. Features likes express online check-ins, multi-event registration, e-invites, sms reminders, online session booking, group discounts, discount vouchers, custom tanneries etc. are just some of the conveniences that can be made available to corporate clients.

Retention

With an array of corporate friendly features an event management system ensures client retention over long periods of times. Other retention measures can include system alarms and reminders that allow representatives to remember important client dates and appointments

Cultivation

An effective corporate client retention strategy allows for contact cultivation that is generating many more new contacts using references from existing corporate clients. This helps generate even higher revenues and better event branding

To know more on how an Event Management Software system can allow for better corporate client management, please contact us at sales@completevent.com