Event Management: How To Plan And Run A Great Event

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What are we going to **explore?**
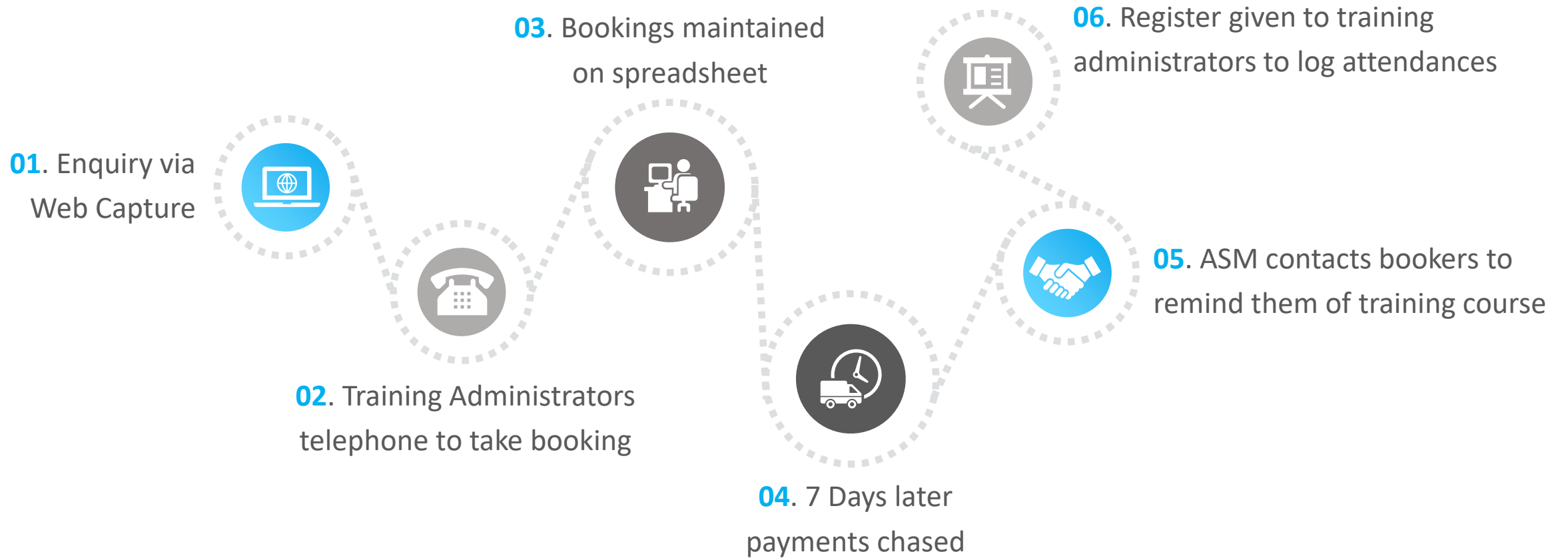
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Background to our Case Study

Our Client

- Major boiler manufacturer in the UK

- For installers to book hands-on training at training centres

- Previous "system" was inefficient & not GDPR compliant

The Old Process

01. Enquiry via Web Capture

02. Training Administrators telephone to take booking

03. Bookings maintained on spreadsheet

04. 7 Days later payments chased

05. ASM contacts bookers to remind them of training course

06. Register given to training administrators to log attendances

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The End Result

The Workflow
Booking Process

Book a free product training course

Trade Area > Training > Free Product Training Days > Book a free product training course

Book a course

Select a date below to book.

If there are no dates available, please contact us on 0344 335 4207 to be added to our waiting list.

Search Events [   ] [Search]

Free Product Training - Warwick
0 Places Remaining
19/11/2018 09:00:00
Our free courses give you no-nonsense training, with insight from people who know what the job is like. We provide y with the latest ranges of Baxi products at our state of the art training centres, several with CIPHE approval.

Free Product Training - Dartford Training Centre
0 Places Remaining
19/11/2018 09:00:00
Our free courses give you no-nonsense training, with insight from people who know what the job is like. We provide y with the latest ranges of Baxi products at our state of the art training centres, several with CIPHE approval.

Free Product Training - Preston College

Course Description:

Our free courses give you no-nonsense training, with insight from people who know what the job is like. We provide you with hands on training from qualified Baxi trainers with the latest ranges of Baxi products at our state of the art training centres, several with CIPHE approval.

We put you in real situations with live products, and you will spend over 80% of the day with your hands on the product. Any theory is essential to support the course's practical element, and we will include information on the latest legislation, Baxi Works and meeting your local sales representative. You'll gain the skills, know-how and confidence to do a good job even better, and enjoy the personal satisfaction of achievement.

£0.00

Friday 7th December 2018, 9:00 - 16:00

Registration is 30 minutes before training course start time.

Places currently available on this course: 2

Training Centre Location:
Preston Training Centre
Preston College,
Fulwood Campus,
St. Vincents Road,
Preston,
PR2 8UR

Your trainer for the day will be Richard Green
See more about your trainer here

Training Centre Directions

Product Interest *	-- Please Select --
Email Address *	[ ]
Title *	-- Please Select --
First Name *	[ ]
Last Name *	[ ]
Position *	[ ]
Company Name *	[ ]
Address 1 *	[ ]
Address 2	[ ]
Town *	[ ]
Postcode *	[ ]
Country	United Kingdom
Phone *	[ ]
Gas Safe Business Registration Number *	[ ]
Dietary Requirements *	[ ]
How did you find out about this course *	-- Please Select --
Other	[ ]

[CONFIRM BOOKING >>]

Free Product Training - Preston College

You are about to book 1 place(s) onto the Free Product Training - Preston College event on Friday 7th December 2018, 9:00 - 16:00

Training Centre Location:
Preston Training Centre
Preston College,
Fulwood Campus,
St. Vincents Road,
Preston,
PR2 8UR

Training Centre Directions

Total Amount Payable: £0.00

A confirmation email will be sent to the email you have registered. It will be sent from Training@baxitraining.email, this could find it's way into your junk folder, so please check there if you have not received the email in the next few minutes.

If you do not receive the confirmation email please contact training.enquiries@baxi.co.uk

[CONFIRM BOOKING >>]

Free Product Training - Preston College

Booking Complete - Thank you

A confirmation email has been sent to the email you have registered. It was sent from Training@baxitraining.email, this could find it's way into your junk folder, so please check there if you have not received the email in the next few minutes.
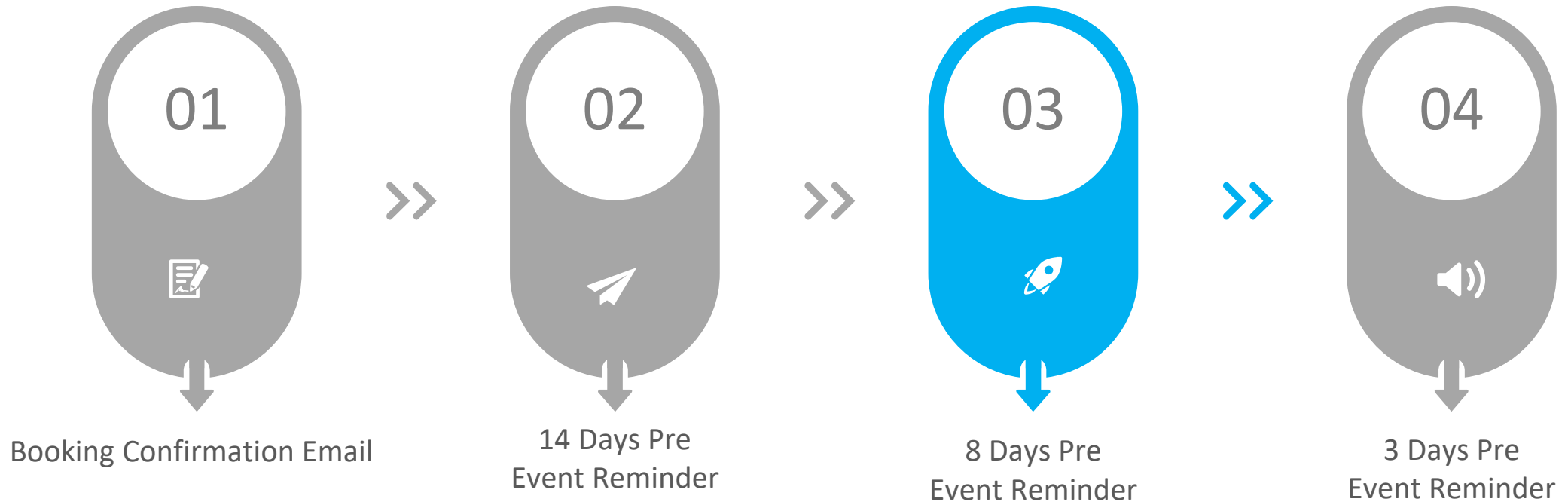
If you do not receive the confirmation email please contact training.enquiries@baxi.co.uk

✓ Event Description
✓ Cost Of Event
✓ Date and Times
✓ Places available
✓ Location
✓ The Trainer and link to biog
✓ Directions via Google Maps
✓ Email and Telno validation

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The Workflow
Pre Event Communications

01	02	03	04
Booking Confirmation Email	14 Days Pre Event Reminder	8 Days Pre Event Reminder	3 Days Pre Event Reminder

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The Workflow
Post Event Communications

01

1 Day Post Event
Thank You for Attending

+

Survey

+

GDPR Opt In Link

If survey not completed

02

8 Days Post Event
Thank You for Attending

+

Survey

+

GDPR Opt In Link

If survey still not completed

03

15 Days Post Event
Thank You for Attending

+

Survey

+

GDPR Opt In Link

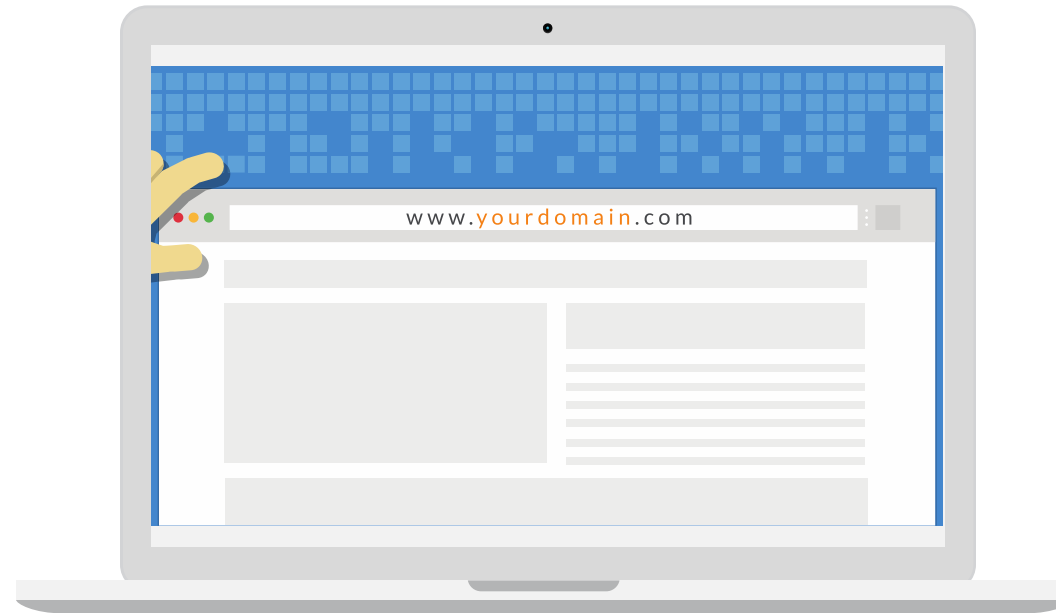ADROIT
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Setting up Your Events

Integrating With Your Website

Option 01

INDIVIDUAL LINKS FOR EVENTS

- Best for a few events
- Easier/ quicker to integrate
- Trackable in Google Analytics
- Use your own website design for link to sit behind

www.yourdomain.com

Option 02

WEB DEPLOYMENT FEATURE

- Best for lots of events
- Rapid website deployment
- Event Categories allow for grouping type of courses
- CSS styling will give you ability to mirror website look and feel
- Ability to use search
- Displays remaining places
- Can use an iFrame to deploy on your website

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Top
Tips

Top Tips

- ✓ This **IS** an off the shelf solution, but is very customisable

- ✓ Pre event emails (reminders) are **NOT** trackable

- ✓ Pre event emails **MUST NOT** include any fancy stuff

- ✓ Don't use GatorWorkflow for large volumes of events

- ✓ Deployment to web is via iFrame and so not trackable within Google Analytics

- ✓ Use event categories to assist web deployment and reporting

- ✓ Setup your own event templates and copy these when setting up new events

- ✓ Watch out for anonymous booking

Thank You

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Digital Marketing

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Forecasting & Opportunity Development

Lifetime Value | Acquisition | Legacy | Regular Giving Income Forecasting

Predictive Analytics & AI

Applied Predictive Modelling | Machine Learning | Recommendation Engines

Supporter Insight & Segmentation

Supporter Motivations | Identifying Opportunities | Content, Channel & Campaign Strategy

Global Benchmarking

Global Fundraising Performance Benchmarking | Investment Decisioning

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