

# SIEBEL eEVENTS



## KEY FEATURES

- Increase ROI for event-based marketing programs.
- Maintain the quality of marketing events, while reducing costs.
- Efficiently manage the entire event process, from planning to results analysis.
- Quickly route sales leads to the right channels.

Reduce event support costs with online registration and payment.

*Oracle's Siebel eEvents enables you to create flawlessly executed marketing events that produce results and build brand equity. It provides a complete solution for planning and staging a wide range of events, such as seminars, product demonstrations, trade shows, conferences, and sporting events. Siebel eEvents also helps you significantly reduce event support costs, with an out-of-the-box and fully configurable events Web site that supports online registration and payment.*

### Plan Flawlessly Executed Events

Event-based marketing is a powerful communications tool—when done well. The challenge for marketers is that they don't just happen. Most events involve complex planning and coordination among a variety of vendors, partners, and internal groups to address logistical, operational, and follow-up requirements. The impact of a missed deadline or inexpertly managed task affects not only the success of the event, but the image of the organization. And it doesn't stop when the event is over. Almost as soon as the last prospect leaves, sales opportunities must be quickly distributed to the appropriate sales channel or partner for rapid follow up and conversion.

### Insightful Planning: From Budget to Event

Siebel eEvents is a complete solution for planning and executing a wide range of events, such as seminars, product demonstrations, trade shows, conferences, and sporting events. With it, you can increase your return on investment (ROI) for event-based marketing programs, while putting on high-quality events that support and build brand equity.

Siebel eEvents empowers marketing and sales professionals to easily and efficiently manage the entire events production process, including event planning and budgeting; partnership, vendor, and venue management; registration; onsite management; and post-event results analysis. Siebel eEvents also offers an out-of-the-box and fully configurable events Web site that supports online registration and payment, allowing organizations to significantly reduce event support costs.

### Fast Follow-Up to Achieve Results

Seamlessly integrated with Siebel Marketing, Siebel eEvents enables you to design and execute precisely targeted invitations, provide one-click access to online registration from email invitations, and automatically schedule and execute reminder campaigns. Integration with Siebel Marketing also allows you to more accurately track customer interests in events and sessions and use this information to tailor future invitations based on measured interests. With Siebel eEvents, you can be

confident that all event-generated leads will be quickly and intelligently routed to the right sales or partner channel for fast follow up and conversion.

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