

SIEBEL EVENTS MANAGEMENT



KEY FEATURES:

- Complete event planning and budgeting
- Fully integrated with campaign management
- Expense and approvals management
- Vendor and venue management
- Out-of-the-box and fully configurable events Web site and online registration system
- Partnership management and support
- Pre-built event analytics and dashboards

Oracle's Siebel Events Management 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 Events Management 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 Events Management 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 Events Management 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 Events Management 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.

KEY BENEFITS:

- Increase ROI for event-based marketing programs
- Efficiently manage the entire event process, from planning and execution to results analysis
- Maintain the quality of marketing events, while reducing operational costs
- Reduce event support costs with online registration and payment
- Efficiently route sales leads to the right channels for quicker sales conversions

Fast Follow Up to Achieve Results

Seamlessly integrated with the Siebel Enterprise Marketing Suite, Siebel Events Management 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 Enterprise 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 Events Management, 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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