



Venue & Event Management Solution

The Company

A world-class infrastructure provider to international exhibitors. They are a one-stop resource for exhibitions, conferences, trade shows and corporate events. It has emerged as India's top destination for International Exhibitions.

Challenges

1. Complete information about the services and the infrastructure is not available to the exhibitors
2. Handling large volumes of data.
3. Analysis of data by top mgmt.

Solution

Empover i-Tech Pvt. Ltd. (EIPL) developed a web based Event Management application which enables them to deliver services to exhibitors and attendees, efficiently and effectively.

Features

1. Event Administration
2. Venue & Event Management
3. Vendor management
4. CRM
5. Visitors Management
6. Stores Management
7. Barcode & Webcam Integration
8. Online Visitors Pass Generation with Barcode and Photographs
9. Call Centre Solution Implementation with IVRS Integration
10. Online Requisitions for the exhibitors
11. SMS Notification and Alert for requests created by Exhibitors
12. Admin & Work flow Engine
13. View graphic reports of event and session booking in real time
14. Sold out reports for better venue management.
15. Session level occupancy reports to create plan accordingly and make available new sessions if required.
16. Generate reports on exhibitors by country, products, category etc

Tools and technologies used for implementation

Java, J2ee, Java Script, Ext JS(UI Framework), AJAX, CSS, Apache Tomcat, MS SQL Server, SVN - For Version Control mechanism, Windows 2008 Server, Ant Builds, Spring (MVC, IOC), Hibernate, Xstream etc., (Backend Framework)

Result

- Powerful, integrated and fully functional email marketing tool to send highly targeted email campaigns to delegates and prospects.
- They can determine the true ROI of the events through a powerful reporting tool and simply drill down to the event data in a matter of seconds.
- Standard business processes duly streamlined. Hence, uniformity in practice shall be achieved.
- The solution is delivered at a very cost effective price in comparison with the other solutions in the market.
- The customer has a solution that, by virtue of its openness, shall defeat obsolescence.
- They have a solution that is easy to use and provide operational transparency required for management control in today's complex business scenario.

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