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Event Management System

Service Definition

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1 Introduction

Free Rein began developing its own Content Management System (CMS) platform over 10 years ago through customer driven requirements analysis. Over the years it has been expanded and developed to meet ever changing key business needs of content management, event management, appraisals tools, social marketing and much more. It is through engagement with these clients, Free Rein have defined a number of professional services to support the implementation and ongoing management, all of which have been configured to meet the needs of G-Cloud clients. Most recently, clients in central government including GDS, BIS, UKTI and HMRC have all helped to refine these offerings meeting specific requirements.

Service and Software Definitions are regularly kept up to date on our website. You can download the latest case studies and further information at www.free-rein.net/g-cloud

2 Overview

Free Rein has created a flexible and powerful Event Management System (EMS) to allow the full implementation, management and running of websites focused on event registration and attendee communication.

From the initial electronic invitation through to final confirmations and feedback, the Free Rein Event Management System (EMS) can help you every step of the way to make sure your events run smoothly enabling you to spend time on the things that really matter.

Free Rein has been commissioned to build and run a number of tailored event management systems by select customers, building upon the strong foundations of the Free Rein Enterprise Content Management System (CMS).

The Free Rein EMS is based in a fully featured, browser based web content management system built using a LAMP open standards platform. It is used by public sector, commercial and not-for-profit organisations across the UK and Overseas - most notably by GDS (Government Digital Services) alongside gov.uk.

Business Events Finder (for BIS, HMRC and Government Digital Services), InterContinental Hotel Group, BT Major Customers, BT Business and Motorola have all made use of our Event Management System (EMS), each business sharing a common goal – to utilise the Internet as a resource to communicate, manage and engage with potential delegates, visitors or attendees.

The experience Free Rein acquired by delivering an application and hosting environment for the Royal Bank of Scotland to the old IL2 compliance level, has allowed us to roll back this security expertise into all of the core CMS services.

Business Events Finder was originally built for Business Link to IL3 standards in the application, external interfaces and hosting (managed by Free Rein)

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3 Key Features

Built on a common CMS platform the event management functionality is merged with CMS capability to create event microsites or a full featured event publication system.

- fully flexible look & feel design
- separate design and content
- selecting graphical banners,
- choosing colour theme,
- building navigation
- setting requirements such as date and time,
- payment options
- single or multiple web pages
- galleries
- file downloads
- password protected area for event participants

Online delegate sign-up and registration

- editable profile pages
- event registration and attendee communication.
- event calendars
- exportable formats - Facebook, Gcal, iCal, Outlook
- SMS & email alerts

Event Management

- setting capping limits,
- invitation lists,
- registration codes,
- registration data,
- transport and accommodation information
- payment settings
- confirmation emails
- links to marketing databases and ecommerce solution
- flexible payment processing

Confirmation Emails

- high quality HTML invitations,
- matching the style and brand of the website.
- link it to a mailing list – invitation lists, target lists or static data files
- real-time email reporting
    - success of your email – delivery, open, click-through, forward, print
    - reminder emails lists
- follow-up communications
    - post registration
    - reminders
    - request additional Information
    - feedback requests

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- Initial electronic invitations through to final confirmations, payments and feedback, including post event multimedia and interaction

Event Reporting

- monitoring and analysis, response rates
- data gathering and reports
- custom reports – graphical, email
- data downloads

4 Solution Outline

With the EMS your staff and partners can quickly and easily create, publish, manage, analyse and control event content on your website.

The EMS extends the reach of your organisation using blogs, forums, polls and key social media platforms to communicate and engage with existing customers and new audiences.

Event Management solutions can range widely from a simple form for the visitor, perhaps capped so that only a set number can be completed, through to a full featured system that integrates a customer database, allows selection of a targeted invitation list, collaboration on the list with other administrators (account managers), email invitation broadcast and tracking, visitor registration and self-record management (booking references etc), event supporting websites, capped booking limits and reserve list creation, email and SMS reminders and post event feedback forms and response tracking.

The EMS using RWD delivers content seamlessly across desktop, laptop, tablet and smartphone platforms engaging with customers irrespective of their device.

Design

The EMS give total flexibility over creative direction to the designers - no wire frames, set templates, or fixed formatting are found. The system is implemented with the design as it was intended to be. Brands are protected using style sheets and formatting with the EMS restricted to only what is required, preventing inconsistent pages between authors.

Post implementation, control over the design can be granted as required – ongoing administrators can make changes to banners, colour schemes, footer text, menu options and much more.

Management

Managing and setting up new events within the EMS couldn't be easier, giving you total control over the items you require.

Setting capping limits, invitation lists, registration codes, registration data, payment settings and configuring confirmation emails can all be done in a matter of minutes.

Separating the content from the configuration means that event settings can be easily managed without affecting the presentation of information to the potential attendee.

Simply create the content you need, over any number of pages, use folders, galleries and file downloads to create the 'microsite' the way you want it. Then simply link this to the event and registration is open immediately.

Confirmation emails and the ability for attendees to see, review and edit their details are all controlled by the Event Management System, taking the administration headache away.

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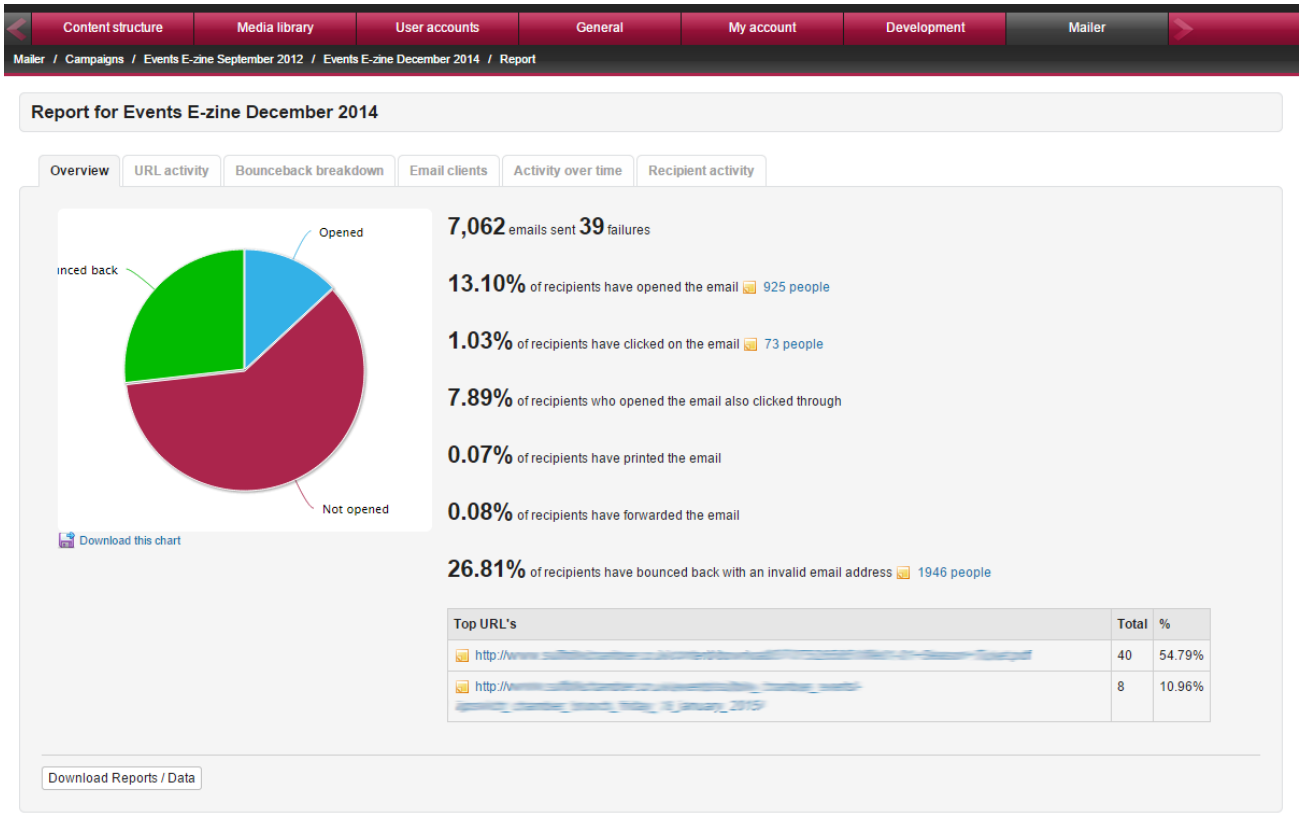
Email Delivery

Integrated into the same platform, the Free Rein Email System allows the assembly of high quality HTML invitations, matching the style and brand of the website. Simply configure the content you need, link it to a mailing list and the email is delivered in the background for you.

Real-time Email Reporting

Emails can be delivered quickly and easily to recipients of invitation lists, target lists or static data files.

You are able to see real time reports on the success of your email, this coupled with the reports offered by the Events System means you can quickly identify any need for additional event resources, reminder emails and much more.



An example of an email report

Follow-up Communications

Post registration, the same approach can be used to deliver reminders, requirements for additional information, thank you messages and requests for feedback.

Event Reporting

Monitoring and analysing the success of an event is crucial to any company. Data is gathered and reported in a common format and structure, there is no more cross referencing data and spending hours calculating response rates. During implementation, requirements are gathered and reports built accordingly – these are then available alongside standard graphs, email reports and data downloads.

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Building tomorrow together.

Event title and description to be inserted here

BT

Home | Agenda | Venue | Feedback | Register | Invite a colleague

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Register Now

Event title and description to be inserted here

Date
21 December 2007

Venue
Hotel Arts, Barcelona

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BT Major Customers template from the Free Rein email system

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5 Hosting and Support

Free Rein standard hosting is on shared webserver clusters within a data centre in Croydon close to the backbone internet. This allows for a high traffic capacity and service resilience whilst keeping costs down to a minimum.

The clustered webservers are backed by multiple support systems to provide redundancy throughout ensuring that elements of the environment can be taken out without affecting service delivery.

Free Rein can offer multi-location hosting where the website is considered business critical. Just let us know the service levels you require and we would be pleased to quote for the increased levels.

What is included

An annual fee is charged to cover use of the code, hosting and support. We do not charge for bandwidth until such time as a site justifies its own dedicated allowance which is usually when the site traffic exceeds 0.5MB/s on a consistent basis. Our hosting environment has substantial bandwidth capacity and your traffic can burst in short higher peaks without any penalties. It is highly unlikely that your traffic levels will exceed this.

The support includes unlimited telephone or email user support available during office hours. We anticipate that you may require greater user support in the early months while your administration team is becoming familiar with the extensive range of features. For this reason, Free Rein does not cap any support, preferring rather the address any root issues that are causing difficulties.

Response Times

Customer Care is one of the prime values of Free Rein which has helped build an enviable reputation. We aim to be responsive to any customer problem and proactive in addressing threats and weaknesses. Our standard contracted response times are;

Working Hours (Monday to Friday excluding bank holidays from 8.30 am to 5.30 pm)	15 – 60 minutes
Outside Office Hours (Monday to Friday 5.30pm to 8.30 am)	4 hours
Weekends	4 hours
Bank Holidays	6 hours

In reality you will have direct telephone numbers of appropriate Free Rein staff and mobile phone numbers which are usually on 24x7. The clusters are monitored automatically and, as they are shared, you will not need to keep any check on your site.

If your service is considered business critical and you need increased cover out of hours, please speak to us and we can build additional response levels to meet your needs.

Bandwidth

Where your site traffic demands dedicated bandwidth we will recommend a level to meet your regular traffic levels and allow, again, bursting for occasional peaks. The charging model is an industry standard known as Burstable Billing (or 95 percentile model) and a clear definition can be seen on Wikipedia http://en.wikipedia.org/wiki/Burstable_billing.This model allows for dedicated bandwidth to be purchased and still be able to burst out to much higher traffic capacities in special circumstances.

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