

YOU CAN RUN A GREAT EVENT!

PLANNING, MANAGING, AND
EXECUTING SUCCESSFUL
EVENTS LIKE A PRO



**ENSEMBLE ENABLES YOU TO PULL OFF THE PERFECT EVENT
(EVEN IF YOU'VE NEVER DONE IT BEFORE)**





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Ensemble enables anyone to pull off the perfect event.

EXECUTIVE SUMMARY

Today, the people called on to organise and manage events often do not have special event management expertise. They have other, full-time busy jobs. They're likely to be busy professionals who, for some reason or another, suddenly inherited some type of event - we call it the "hot potato moment"-and now need to make sure it's a success.

Most new event owners are willing to do all they can, but unfortunately, even traits such as enthusiasm, organisation, and attention to detail aren't enough to overcome their lack of experience.

It's not their fault, but they simply don't know all the steps that are required to pull off a truly great event. Managing a series of customer conferences, quarterly one-day regional sales meetings, or a monthly meeting with donors is a whole new experience for them.

While there are many challenges to organising a great event, there are proven ways to overcome them, including the use of innovative event management applications to streamline and simplify the effort.

This eBook will describe many of the challenges facing marketing managers, sales administrators, HR professionals, fundraisers, and others when they take on the task of managing an important event. It will also highlight how an event management solution built specifically for those people can help manage those challenges and deliver a highly memorable, successful event.



SECTION 1: HOW DO YOU MANAGE A SUCCESSFUL EVENT?

Even the best of intentions are no match for a lack of event planning experience. Unfortunately, many events are not as successful as they could have been if first-time managers had a better plan - and the right technology.



HOW DO YOU SUCCEED AT SOMETHING YOU'VE NEVER DONE BEFORE?



Many companies perceive event planning as something anyone can do.

Imagine if you worked as a software engineer for a large technology company, and one day, you get a call from the accounting department where they tell you:

“We need you to take over our entire tax planning and preparation process. You seem like a hard-working, well-organised professional, and we think you’ll be really good at this kind of work, even though you don’t have any accounting experience. You’ll have to take this on in addition to your normal engineering job, and it’s really important, so don’t mess it up. Don’t worry though; you should be fine.”

Wait, what?

With almost any other task, this type of scenario would be instantly regarded as laughable, if not completely absurd. Yet for some reason, many organisations perceive event planning and management as something “anyone can do,” even without any previous experience. Unfortunately, this is a fate that tends to fall on sales admins, marketing managers, community volunteers, and HR staff.

Worse, many seem to think that this effort can be tacked on to an employee’s current workload, as if planning a high-profile event is something anyone can all do in their spare time. Even when it’s the case of an individual volunteering to help, for example, hosting a local civic group or a quarterly business lunch for the local chamber of commerce - underestimating the amount of work required instantly puts the success of the event at risk.



“WHAT HAVE I GOTTEN MYSELF INTO?”

Whether they're asked by a boss or bravely step up to take on the assignment themselves, the vast majority of people embrace the task of creating events with enthusiasm, passion, and even excitement. **Let's do this!**

Yet too often, they quickly realise they're in over their heads. Despite their willingness to “give it a shot,” most first-time event planners find themselves wondering:

- How do I get started?
- Do I have time to take on the extra work?
- What are the secrets to planning a great event?
- Are there any best practices I can take advantage of to make my event even better?
- What happens if I miss something?
- Is there an app that can help?
- Worst of all: What happens if I really mess this up? (Gulp)

All of these are valid concerns and demonstrate one simple fact: planning and executing a great event might not be as easy as they thought when they eagerly stepped-up to take on the task.

How do I get started?



FOUR DREADED WORDS: “WE NEED YOUR HELP”

Tom is a busy marketing director at a small software company. In his primary role, Tom is responsible for product and content marketing, but Tom’s boss just asked him to help plan a series of regional networking events for customers.

Tom quickly recognised the potential value of events like these - a great way to retain the loyalty of customers and enlist their help as references. But he had never done anything like this before. He expressed some concerns related to his workload and whether or not he could pull this off successfully.

His boss made it sound easy - it will be a piece of cake! - and convinced Tom that it would only take a little extra time. Despite his reservation, he agreed to help.

EVEN THE SMALLEST EVENTS NEED TLC

When most people hear the phrase, “event planning,” they probably think of large, complex events such as annual shareholder meetings, large customer conferences, or company-wide gatherings that extend over several days.

Chances are that these traditional corporate events will fall under the domain of a professional event manager. Yet there are many smaller events that pop up on a regular basis and still need careful planning and execution.

These can include:

- Quarterly sales or marketing kickoff meetings
- Regional, field-based presentations or product demos
- “Thought leadership” days, featuring industry speakers
- Training sessions and educational workshops
- Sales meetings
- Local business chapter events
- Chamber of Commerce meetings or networking sessions
- Religious, civic, or school group meetings
- Charitable fundraising events
- Team gatherings

When individuals attempt to manage these kinds of events themselves, they could risk missing critical steps in the process.

Smaller events can be hard to manage.



MANAGING THE EVENT WITH PAPER, EMAIL, AND GOOGLE DOCS WON'T GET THE JOB DONE

Judith is on the board of her local Chamber of Commerce and volunteered to help plan this quarter's "Shining Star" business lunch. Even though it's only a two-hour event, it features several different award winners, speakers, and even a surprise presentation.

Judith originally thought she could build the agenda from her notes and then email invitations to all the guests. But things quickly spiralled out of control as various speakers requested different time slots, and she struggled to track exactly how many guests would attend and keep everyone up-to-speed on changes to the agenda. Just today, a miscommunication led to one of the most prominent "Shining Star" recipients dropping out.

Not a great approach for what should have been an "easy" event! Shouldn't there be a better way to create and manage agendas?



“WAIT ... I NEED TO COMMUNICATE WITH MY GUESTS?”



Zach is a busy sales rep looking to organise a web-based lunch-and-learn event for prospective customers in his region. This event will feature a prominent financial services expert who will speak on a topic that Zach believes will be appealing to his top prospects.

He's right: The event is extremely popular, raising lots of interest and questions from the invited guests. As might be expected, many of these questions are similar.

Zach finds that he is spending too much time each day responding individually to the same questions. He wishes he had a more efficient way to communicate with all attendees before kicking off the event.

WHAT GOES INTO A SUCCESSFUL EVENT?

There are many important steps and milestones that go into planning and executing a successful event. And often, new event owners may not know where to start if they don't have the right guidance.

Critical steps and tasks include:

- Creating the perfect agenda and making it available to guests and potential attendees
- Inviting guests and tracking responses and registrations
- Adding logos, colours, and other brand elements to the invitations and information website
- Developing an attractive and easy-to-use event app so guests can get up-to-date information on the event
- Managing the schedule and quickly responding to last-minute changes
- Communicating with guests before, during, and after the event
- Gaining valuable insights to get even more value from future events
- Measuring success

It's understandable that anyone new to managing an event may overlook any of these steps. But it also puts the success of the entire event at real risk.

Many first-time event planners may not know all that goes into a successful event.



“WHAT CAN WE DO TO MAKE OUR NEXT EVENT EVEN BETTER?” “UMMM ...”



Hailey just wrapped up her company’s first HR session, which is intended to be a once-a-month event to give employees information about the state of the company and key HR policies.

She was patting herself on the back since most attendees seemed happy. But then the VP of HR asked her for specific audience feedback, and how Hailey intended to use this information to make the next events even better.

Hailey had to admit that she didn’t think to poll the attendees or track how many employees attended. She realised she had missed an opportunity to learn from this first session and apply valuable lessons learned to future events.

SECTION 2: TECHNOLOGY OFFERS A BETTER WAY

Despite all the potential pitfalls facing first-time event managers, there is some good news. Event management software can walk anyone through the process to save time and effort, and to produce a much more successful event.



EVENT MANAGEMENT MADE EASY - AND EFFECTIVE

Now there's a better way to plan and manage events: Ensemble.

Ensemble's intuitive event management solution lets any user create a flawless professional event in just 15 minutes - even if they've never done it before.

The Ensemble solution is the perfect tool for anyone who wants to create and manage memorable events for their group, organisation, association, or community. It's fast and easy, and has been carefully designed to deliver all the tools to produce a highly successful - highly memorable - event.



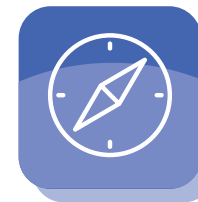
Create



Manage



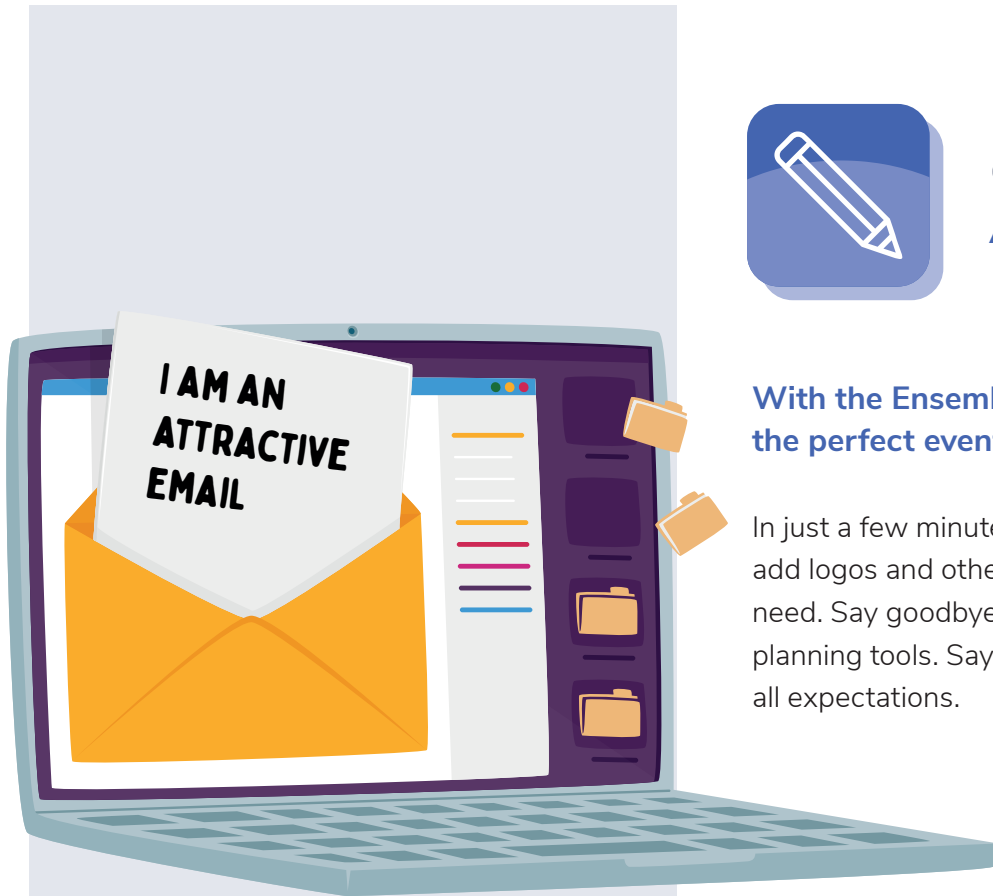
Engage



Discover

Create a flawless professional event in just 15 minutes.





Create a professional event in 15 minutes (or less).



CREATE

A turbocharged head start in the right direction

With the Ensemble solution, users follow a simple step-by-step wizard to quickly develop the perfect event framework and make sure nothing slips through the cracks.

In just a few minutes, users can complete a draft of the entire event agenda, create a beautiful invitation, add logos and other branding elements, and build a professional app to give attendees everything they need. Say goodbye to paper notes, Excel spreadsheets, email updates, and so many other inefficient event planning tools. Say hello to the Ensemble solution, and get ready for an event experience that will exceed all expectations.

- ✓ **Build your event using our intuitive setup wizard or start from scratch.**
- ✓ **Upload logos, customise colours, and configure your homepage layout.**
- ✓ **Invite guests via an attractive email.**
- ✓ **Develop the agenda, add speakers, and so much more. Launch your site and app!**





Ensemble gives you real-time visibility and control over all aspects of your event.



MANAGE

Execute a flawless event, without breaking a sweat

When it comes to planning an event, only one element is predictable: the fact that the entire process will be unpredictable. There are many details to manage, and guests, speakers, colleagues, and even the higher ups are all relying on the person in charge to know what's going on at all times.

Ensemble lets users cut through all the chaos and manage their event with complete confidence. Ensemble delivers a centralised dashboard that gives real-time visibility and control over the event. This gives users a better way to keep track of attendee registrations, confirm speakers' participation, make last-minute updates to the agenda, and even send high priority notifications while the event is happening.

Whether users are adjusting the agenda, monitoring sign-ups for individual sessions, or providing new updates to guests, they can do it easily and all in one place. With Ensemble, inevitable changes won't drive you crazy - or upset your plans.





ENGAGE

Give them all the information they need, every step of the way



Communicate, communicate, communicate. Keeping everyone “in the know” - at all times - is so important to making your event a success.

With the Ensemble solution, communicating with everyone is simple. Now you can attract guests, build excitement with registered attendees, and engage with all groups before, during, and after the event. You can even ask for feedback or other suggestions to improve the next event.

At the same time, Ensemble provides the full experience that guests and attendees would expect from a professionally managed event. In just a single app, attendees can browse schedules, download tickets, manage calendars, chat with fellow participants, watch live videos, and much more.

Keep guests engaged the whole way - from start to finish.





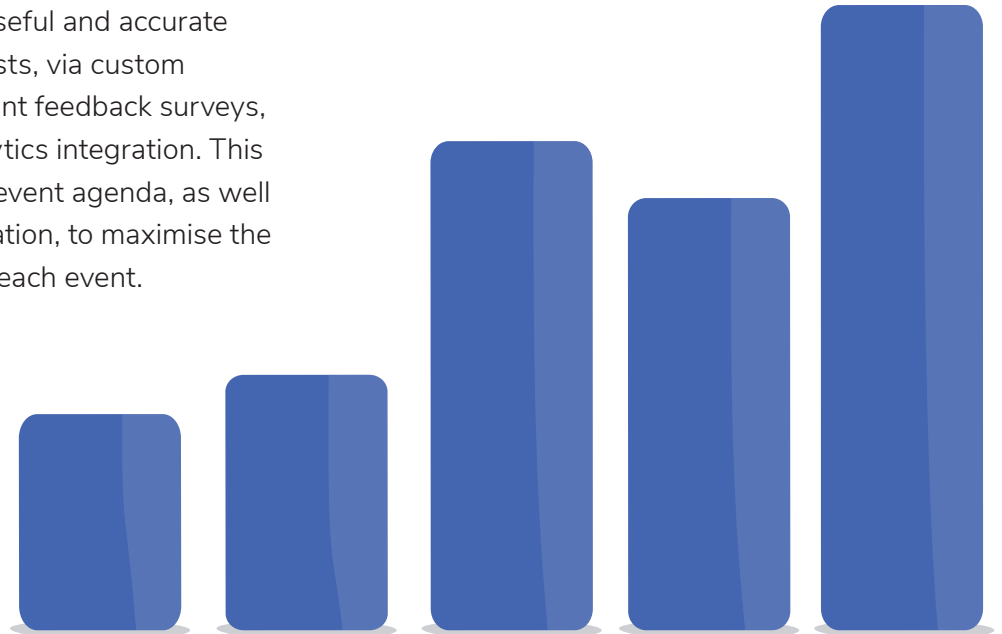
DISCOVER

Gain powerful insights to measure your success

Ensemble helps you make events an easy part of your toolkit and delivers the insights needed to ensure success. Whether you're looking to build a community, generate new leads, boost your brand reputation, manage a sales team, or deliver training sessions, Ensemble helps you do it better each time.

Ensemble lets you gather useful and accurate information about your guests, via custom registration forms, post-event feedback surveys, and CRM and Google Analytics integration. This helps you personalise your event agenda, as well as your ongoing communication, to maximise the value everybody gets from each event.

Generate reports that deliver critical insights about event performance, based on the metrics that matter to your organisation. Use data such as enter-and-exit history, session attendance and feedback scores, to see what's working and what you could improve.



SECTION 3: MAKE THE RIGHT CHOICE, AND MAKE YOUR NEXT EVENT A SUCCESS

Discover the power to easily create productive, successful, and memorable events.
Discover all that Ensemble has to offer today.



THE FUTURE OF EVENT PLANNING, DELIVERED TODAY

Everyone deserves credit for taking on a task like managing an event. When done well, they can be very helpful no matter your organisation's goals. But knowing how to pull off a successful event isn't always clear, especially if you haven't done it before, or if you attempt to manage the process with sticky notes, email, and spreadsheets.

At best, this approach is time-consuming and inefficient and will take valuable time and effort away from your "real job." At worst, errors, missteps, and simply not knowing what you don't know can lead to negative outcomes: unhappy guests, wasted budget, and a less-than-successful event that represents a wasted opportunity and hurts you and your organisation's reputation.

There's an old saying, "hope is not an effective business strategy," which in many ways, sounds like a cautionary tale for those planning their first event. Now the Ensemble app eliminates the risk of anything that could go wrong and empowers any user to quickly, efficiently, and effectively plan a successful event.

Save time, increase productivity and rest assured your event will be a success with Ensemble.

[START USING ENSEMBLE](#)

Eliminate risk and empower users to plan a successful event.



The Ensemble event management solution helps anyone, even if it's their very first time.

ABOUT ENSEMBLE

The Ensemble event management solution helps anyone in an organisation create and manage successful and memorable events, even if it's their very first time. Marketing managers, sales administrators, HR professionals, fundraisers, and community members, for example, can easily host high-quality customer seminars, sales meetings, training sessions, educational workshops, charitable events, or team gatherings.

Instead of struggling to manage events using email, spreadsheets, and paper documents, Ensemble users keep all relevant information readily accessible in a single place. Affordable and easy to learn and use, Ensemble manages all elements required for a successful event, from organising an agenda, engaging attendees, and managing logistics, to reporting and analysing results.

Ensemble can help with online, in-person, or hybrid events, and expert guidance is readily accessible.

Ensemble is built and supported by a global team of software experts, with proven success in delivering software-as-a-service solutions for organisations. The system is now available in The Netherlands and the United Kingdom.

For more information, visit ensembleapp.com.



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