



E-Marketing Services

www.eventznet.ie

E-Marketing @ Eventznet

About Eventznet

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In case you were wondering, it's pronounced like EVENTSNET only with a Z. We're called Eventznet because our core product was built for events organisers. Our e-marketing services are used by all sorts of people as well as event organisers.

Our e-marketing system provides you with a powerful and measurable means of delivering your message. With e-marketing @ eventznet you send beautiful looking e-mails that deliver your message and give you full reports on how your message was received - or not!

E-marketing @ Eventznet is used for promotional mailings, newsletters and contact mails as well as for conferences, seminars, networking events, awards evenings, product launches, parties and exhibitions. Our customers work in many different sectors and include:

2XL Sports, 3 Dynamos, Amnesty International, Bord Iascaigh Mhara (the Irish Sea Fisheries Board), Centre for Safety & Health at Work, Challenges 4 Charity, Debra Ireland, Dunlaoghaire Rathdown County Enterprise Board, Enterprise Ireland, Event Management International, Exhibition Solutions, Irish Hospitality Institute, Irish Travel Agents Association, Islandbridge, RegistrationDesk.ie, SDL Exhibitions, South Dublin County Enterprise Board, Suzanne Raitt Event Management, the GAA, the SMILE Community, University College Dublin, Wallace Travel Group amongst many others. For a list of public events please visit our website.

Eventznet Ltd is an Irish company, based in Dun Laoghaire, Co Dublin, Ireland.

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on-line bookings
and rsmps for events
of all sorts

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How it Works

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On placing an order with us, we create an account for you on the system. We work with you on designing your email templates and you can either create and send the e-mails yourself (part managed) or have us do it all for you. Once your template is designed, you provide the copy, pop in your list of recipients and send out the e-mails. You then just watch the results pour in.

You can include a sign up page on your website and we brand a special unsubscribe page for you also. Further enhancements include hosting a microsite (mini website) for pages for an ezine or for any sort of interactivity.

We create a first email "campaign" in the system for you, based on the information you have to hand at the time. You will edit the campaign and create new ones as required.

E-Marketing @ Eventznet has 3 main functions:

The Subscribers - your contacts

The Campaigns - the actual emails you send

The Response - the response of the subscribers to your campaigns.

The service is offered in two modes :

Fully Managed

With the Fully Managed service, you tell us what you want to say, how you want it to look and who you want to send it to. We then do all the technical stuff behind the scenes, send you a copy for approval - do the usual revisions - and then send it on your behalf using your e-mail address and name.

You can then log in to the system to view the reports and responses, or we can send you the reports.

Part Managed

The Part Managed service involves us setting up the account for you, helping with importing your lists, and designing a set of templates for you to populate yourself. You then log in to the system, choose your e-mail layout template, add the text and images and then press the button to send on to your list. You then log in to view the reports.

The features and benefits of each of these sections are outlined on the following pages;



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The Subscribers

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With our subscriber features, you'll organise your recipients into groups, or segment them dynamically by location, demographics and more. You'll have a full menu of standard database fields to choose from (like name, email, city, county and others), and an easy way to add additional fields unique to your organisation, audience or campaign.

You'll start by importing your current house lists into the system, and connecting your subscriber lists to your website using personalised signup screens. Then you'll let the system go to work, handling bounces and opt outs, spotting formatting issues, protecting against duplicates, and making sure your lists are always safe, secure and accurate.

Add our permission tools and advice, and we'll make sure you're managing and building your audience the right way.

- o Your E-Marketing @ Eventznet lists are self-cleaning: whenever formatting or delivery issues are spotted, we'll pull those members out of your active roster and into an error bin for easy follow-up.
- o Use our standard menu of member fields to create your database, or turn this into your master marketing database by creating your own custom fields.
- o Then organise your members into groups, or segment them dynamically by location, demographics, and any of the information you're collecting and storing.
- o Your customisable signup screen lets people sign up for your emails right from your e-marketing @ eventznet campaigns and website. You'll customise the signup, the thank-you screen and the confirmation email that's sent.
- o Your subscribers can manage their own preferences from the bottom of your campaigns, allowing your audience to help you keep up to date with changing email addresses and interests.
- o Add subscribers en masse using our smart import, and the system will clean the incoming lists to spot trouble and safeguard against duplicates. Your database has grown since your last import? No problem - just update your member information based on your latest file.
- o Our unsubscribe service automatically handles opt outs for you and makes sure they're taken care of instantly and permanently. And with E-Marketing @ Eventznet, you'll never see a bounce message. You'll just see the detailed report of who bounced and what kind it was.



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Campaigns & Delivery

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With E-Marketing @ Eventznet, we start you out with a custom-designed brand template - created by our designers to your specifications - that frames your html email newsletters, announcements, press releases and promotions. It's the kind of customisation that saves you time and effort and ensures that every email campaign you send looks great.

Then we give you a flexible menu of content layouts that require no html and make creating your email campaigns a snap. When you get ready to send, E-Marketing @ Eventznet makes sure every email is individually crafted and personally addressed. (No more generic aliases or emails that show your entire address book off to the world.)

Your custom-designed brand stationery is hand-crafted by our designers, who work with you to make sure your campaigns reflect your sense of style and sophistication.

- o Our flexible content layouts make it easy to add text and images and give each email its own distinct look and feel, all without any html at all.
- o Before you send, proof your campaign for filter un-friendly words, phrases or formatting likely to hinder your delivery to some inboxes - and then fix them to improve your delivery rates.
- o E-Marketing @ Eventznet ensures a highly personal delivery every time - your emails will be from you and to Bob - assuming this particular email was sent to Bob - and you can even greet Bob by name using Emma's personalisation feature.
- o When you're ready, you can send any time you're ready, or schedule your mailing to begin hours or days later, all with the click of a button.
- o If you have people in your audience who can't get html - no worries. E-Marketing @ Eventnet will automatically deliver both html and text and let email clients pick the one they want. We'll even send a text-only delivery if we think a client may be blocking html altogether.
- o And our system continues trying to reach those hard-to-reach recipients as much as 24 hours after you hit send, to make sure we get as many emails delivered as possible, every time.



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Response Management

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With E-Marketing @ Eventznet, you'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our system's real-time response tracking that lets you know just about everything that happens to your campaign, as it happens.

And because E-Marketing @ Eventznet keeps a complete history of results for every campaign you've ever sent, you can see how you're doing over time and use what you learn to help shape your future campaigns and generate even better results.

- o For every email you send, you'll know who opened it (and when), who clicked on every link of your campaign, and who forwarded it using your campaign's built-in send-to-a-friend feature. Did your campaign entice new people to join your list? You'll know that, too. It's all tracked in real time, as it happens.
- o You'll know who bounced, when it happened, and whether it was of the soft or hard variety. We'll also move hard bounces to your list's error bin to help you follow up and make sure you're not paying to reach people who can't be reached.
- o You'll also know who opted out, and you won't have to worry about accidentally sending to them again: E-Marketing @ Eventznet makes sure every opt out is instant and permanent, even if you import that person into your audience two months later.
- o You'll name your links for easy reference, and instead of seeing that 250 people clicked on `index/page42059bottom.htm`, you'll immediately know 250 people visited your Photo Gallery.
- o Our response archive stores the results of every campaign you send, as long as you want to keep it, and continues tracking activity as long as there is activity to be tracked.



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Costings

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E-Marketing @ Eventznet is a hosted application and you are granted a licence for full use of the software for a 12 month period. Licence fees are payable in advance and emailing fees are billed monthly.

Licence Fee (12 Months):

E-Marketing @ Eventznet licence: 1,200.00 Euros

Template Design & Customisation:

Design, production and customisation
of one e-mail template 450.00 Euros

Please note that all prices are in Euros and are exclusive of VAT which is charged at 21.5% on all items.

Per Email Cost

All e-mails sent through the system incur a charge of 0.05 Euros and are charged on a monthly basis by invoice.

Fully Managed Service

An additional 250.00 Euros per campaign is added when we fully manage the service for you.

Optional Additional Template Designs

Charged on a per project basis with typical fees
for design and production of a new template: 450.00 Euros

Optional Multipage Newsletter Hosting Service

Should you wish to produce a multi-page newsletter or other communication, we will be delighted to host the additional pages for you. Hosting includes production of the individual pages, provision of links to images and articles and ensuring accuracy and quality.

Cost per page: 150.00 Euros

Optional Training & Consultancy on E-Marketing @ Eventznet System

Whilst E-Marketing @ Eventznet is gloriously simple to use, it's often difficult to teach yourself the new concepts involved. We provide training and consultancy on the use of the E-Marketing @ Eventznet system.

Costs: One half day training session for up to 4 people: 600 Euros



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Optional Training & Consultancy on Email Marketing

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Optimising your email marketing campaigns includes effective copywriting, avoiding spam traps, hints and tips on visual design and layout and working with graphics and links.

Costs: One half day training session for up to 4 people: 600 Euros

Optional Support Contracts

E-Marketing @ Eventznet is a hosted application and support cases generally relate to import/export issues, lost passwords or logins, assistance with adding graphics, formatting or hyperlinks.

Your E-Marketing @ Eventznet licence includes standard support which provides you with a guaranteed response by email within 8 hours for queries on using Emma @ Eventznet. Support hours are 09:00 - 17:30 GMT, Monday to Friday.

Timeline

Typical turn-around for producing the first E-Marketing @ Eventznet template and campaign is ten working days from the order date. The turnaround time depends on how quickly approval of design and implementation can be obtained from the client company.

All design elements include two revision cycles. We reserve the right to issue an order change should further revision cycles be required, but always try to ensure that your brief is clearly communicated and understood from the outset to minimise any potential re-work.

Security

Eventznet Ltd strives to maintain a stable and secure environment in which visitors to and users of our web products can feel comfortable knowing that they are being protected by the most technologically advanced security for websites available. Eventznet has restricted access to and aggressive security measures protecting the administrative portions of our websites.

Eventznet provides you with a unique user name and password that must be entered each time a User logs on. Eventznet issues a session cookie only to record encrypted authentication information for the duration of a specific session. The session cookie does not include either the username or password of the user. Eventznet does not use cookies to store other confidential user and session information, but instead implements more advanced security



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methods based on dynamic data and encoded session IDs.

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In addition, Eventznet products are hosted in a secure server environment that uses a monitored firewall and other advanced technology to prevent interference or access from outside intruders.

Customers and Events

We're very proud of the fact that most of our customers rely on us for their events year after year. If you would like a list of customer references, please do not hesitate to contact us. Some of the events that are powered by Eventznet are listed on www.eventznet.ie (click on events) and the website will give you a good overview of the types of events that Eventznet is used for.

Contact

If you have any queries on this document, or would like to discuss any element of it, please do not hesitate to contact me on 353-1-2303526 or by e-mail: scarroll@eventznet.ie.

I look forward to hearing from you

Sarah Carroll, Managing Director



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