



on-line bookings and invitation/response
for events of all sorts

www.eventznet.ie

Eventznet

About Eventznet

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In case you were wondering, it's pronounced like EVENTSNET only with a Z. The name signifies bringing together events with the internet - hence our slogan "Get Your Events on the 'NET'".

Eventznet provides you with an interactive website for your events. As well as delivering information and communicating with delegates 24 hours a day, 7 days a week, you have access to a powerful back-end database to manage all bookings and RSVPs.

Eventznet is used for conferences, seminars, networking events, awards evenings, product launches, parties and exhibitions. We have powered the online booking for hundreds of events of all sorts of shapes and sizes.

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 Pembroke St, Dublin 2, Ireland.

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How it Works

On placing an order with us, we create an account for you on the system. You can have up to five users of the account at any one time. We create an event in the system for you, based on the information you have to hand at the time. You will edit the events and create new ones as required.

Eventznet can be used to deliver registration or booking forms to delegates, or you can create a single Invite Site where your guests simply click a button to accept or decline your invitation.

Self Service Registration

Core to the system that Eventznet delivers for event management is the concept of self-service registration for guests and delegates. Self-service registration for delegates drastically reduces the time spent on entering registrations and updating attendance lists and ensures that:

- o the guest's registration is captured in the database
- o all registration data is available in one central place
- o there is no need to re-key in data that the guest forwards to you
- o the guest's details are up to date and typing errors are minimised
- o the registration facility is available 24 hours a day, 7 days a week
- o any member of staff can respond immediately to a query on an individual registration

Automated Communications

Along with the self-service registration for delegates, Eventznet automates the tasks of confirming registrations, sending invoices and receipts and other generic communications with guests prior to and post-event. The system automatically:

- o provides the delegate with their booking information
- o issues a proforma invoice for events taking payment
- o issues a receipt for payment when payment is received
- o e-mails the delegate as well as presenting the information on the website

Automatic List Generation

The Eventznet system automatically generates lists for the event organiser to enable them to quickly and easily create:

- o attendance lists
- o badging data
- o outstanding and/or received payments lists



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Marketing the Event

Included in the Eventznet system is a sophisticated e-marketing tool set for event organisers.

- o A series of e-mail templates for inviting registrations, sending reminders and soliciting feedback is included as standard.
- o The e-mails sent from the system use the from: name and e-mail address that you specify, and are personalised for each recipient.
- o The e-mails are sent in both text and HTML format, ensuring that those whose e-mail clients can only read text and not HTML receive a well formatted text only e-mail.
- o Images are not embedded in the e-mails, but are linked to images on the web server. This ensures that the file size is kept to a minimum, and also ensures that the HTML e-mails are optimally presented at all times.
- o Each e-mail includes a customised opt-out message, ensuring that you comply with data protection regulations and guidelines at all times.
- o A service is available, free of charge, to validate the e-mail content against known anti-spam filter triggers.
- o Any bounced e-mails (e-mails that do not reach the intended recipient) are sent to the e-mail address in the from: field, ensuring that you can take appropriate corrective action.
- o The system does not permit attachments to e-mails, but facilitates creating a link to a file for download on the event site. E-mails with attachments are rejected by many e-mail servers.
- o A record of each e-mail sent and the date/time/recipient is stored in the system.
- o The interface to sending the bulk e-mails is a series of simple steps, that ensure that the event organiser chooses the correct grouping to send the e-mails to, and does not inadvertently send any e-mails to those who have opted out.



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Registration Sites and Forms

Each event has its own registration form and set of information pages. There can be as many or as few pages associated with each event as required.

- o The individual event site is automatically created and hosted by the Eventznet system.
 - o Design and layout of the web pages is based on pre-produced templates and can be fully customised.
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- o The event organiser can edit and update the content of the event site as required.
- o Registration forms can be completely customised to capture specific data for each event.
- o When an event is full, a waiting list function can be activated.

Event Payments

Eventznet includes an automatic invoicing module for events that are taking payment. The invoicing can be connected to an online payment processor for accepting online credit card payments.

- o Delegates receive a “proforma invoice” or payment advise on completing their booking
- o Delegates can choose to select online payment, cheque payment or purchase order number request:

Selecting online payment brings the delegate to a secure credit card payment page. The delegate enters their credit card number and other details. The card details are sent to the payment processor which requests authorisation from the card issuing bank. On successful authorisation, the delegate’s card is debited and the amount is credited to the organisers merchant account. Eventznet supplies a merchant account function if required, for which separate charges are levied.

Selecting cheque payment brings the delegate to a page where they print off the proforma invoice and send it with their cheque to the named address. On receiving the cheque, the organiser pulls up the delegates booking in the system and clicks on a button to send a receipt and note the payment in the system.

- o When an event is targeted at International delegates, we recommend including only online credit card payment.
- o Taxes are calculated automatically and itemised separately for the delegate. Each event includes its own tax setup, and the event organiser enters the tax name and rate and chooses the items that the tax should be applied to.
- o The system includes a highly flexible payment structure platform, which allows for differing rates for attendance, multiple discounting options and applying differing costs to elements of the event (such as conference dinner, social occasions).
- o All payment data is stored in the system and can be accessed in varying levels of complexity. For example, the payments summary page shows the amounts invoiced to date, the amount of taxes invoiced and collected and the amounts still due.



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Pricing Structure

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The cost of using the Eventznet service is based on

- a) the type of event and likely attendance
- b) the look and feel of the booking pages and event site
- c) the amount of content on the site
- d) number of events

a) Type of Event - Licence Fee

The licence fee for using the Eventznet service is calculated on the type of event you are organising.

Example Invitation Event: You send invitations through the system to 500 people to ask them if they would like to attend or not by clicking on a yes/no button. Cost of licence: Euro 695.00

Example Conference: You are organising a conference where over 300 people will attend. You expect them to complete a registration form with questions on it. Cost of licence: Euro 795.00

b) Booking Pages Look and Feel - Service Cost

The booking pages and the event site are accessed on our servers and be used without any customisation. Many of our customers prefer for their booking pages and event sites to closely resemble their existing website, or to use the visual branding elements from the event marketing. We develop a template for your booking pages and it can be used on several events.

Typical Cost of developing template: Euro 750.00

c) Event Site Setup - Service Cost

If your event is a conference or seminar, you may wish to include a programme, biographies and photos of speakers on the site. We can provide this service for you. A typical 2 day congress with 50 speakers will take us approximately 2 days of work.

Event Site Setup Costs (per hour): Euro 70.00

d) Number of Events - Licence Type

If you will be running more than 2 events in any 12 month period, it may be more cost effective for you to take out an annual licence which comes with training and customised templates. Annual licences start at Euro 200 per month



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Online Credit Card Merchant Accounts - How it Works

To be able to take credit card payments online, you need to have an online credit card merchant account and an account with an online payment processor. In Ireland, AIB are the best credit card merchant account providers, and Realex are the online payment processors.

You do NOT have to bank with AIB to acquire an AIB Online Merchant Account.

Set up your own online merchant account

Banks perceive OMA's as a form of loan or overdraft, and so require a fair bit of documentation to extend the facility. The process can take up to 8 weeks to complete. The rate charged is typically between 3 and 3.5%. This rate is applied to all credit card transactions, with a set rate of about 25 cents for laser transactions. The fees are charged only on transactions. There is a setup fee of about 150 Euros.

Costs: 3% per transaction + 150 Euro setup fee

Timeline: Up to 8 weeks

Benefits: Complete control over payments and refunds, You are identified as the merchant on credit card statements.

Set up your own Realex account

The Realex account is used for performing realtime authorisation of the credit/debit cards, and sending an OK message to the system as well as an instruction to the bank to pass the monies to your account. Realex charge (at the moment) 19 cents per transaction with a minimum of 29 Euros per month. There is currently no set up fee.

Costs: 19 cents per transaction

Timeline: 1 week

Integrate Your Own Account with Eventznet

The Eventznet System can connect to a variety of payment processors including Realex and Worldpay. We do NOT connect to PayPal, due to its incompatibility with systems other than eBay.

Costs: 300 Euro setup fee

Timeline: 3 working days



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Let us Act as a Value Added Reseller for You

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If you do not have an online merchant account, then, in some circumstances, we can act as a value added re-seller for you. You pre-sell us a number of seats at your event on a sale or return basis. As well sell the seats for you and receive the monies from your guests, we pay you. The cost of using the service is 7.5% per transaction on amounts under 100 Euro and 6.5% per transaction on amounts over 100 Euros. The rate is set according to the ticket price.

The funds are settled into your bank account by us on Friday of each week, one week in arrears. Settlements are net of our fees and are VAT exempt. The transaction appears on the guests' credit card statement with the merchant reference Eventznet.

Costs: 6.5% or 7.5% per transaction, minimum 1.50 Euro per transaction.

Timeline: immediate

Benefits: No setup time, fees charged only per transaction

Timeline

Typical turn-around for customising an Eventznet site and e-mails is five 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. Further dependency arises where the client is setting up a credit card merchant facility.

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 website.

Eventznet provides each User in your organisation 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 methods based on dynamic data and encoded session IDs.



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

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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 353-1-525 2028 or by e-mail: scarroll@eventznet.ie.

I look forward to hearing from you

Sarah Carroll, Managing Director



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