



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“THE REAL MAGNET TEAM IS ALWAYS READY TO HELP US WITH BOTH PROFESSIONALISM AND KNOWLEDGE.”

Carlene M. Alpert,
Corporate Director, eCommerce,
New Castle Hotels and Resorts

EVENTS MODULE ADVANTAGES

Reap the benefits of integrated event management.

With multiple moving parts and manual coordination, putting together a physical or virtual conference can be difficult. The Real Magnet Events Module is designed to make event management easier than ever.

Take a look at how MagnetMail can alleviate some of the hardships that go along with managing an event:

STAGE	CONVENTIONAL SOLUTION	REAL MAGNET SOLUTION
Promotion and Follow Up	Manually transferring recipient and registration data back and forth between registration engine and email broadcast tool. Difficulty separating registrants from non-registrants for multiple promotions and follow-up surveys. Potential for data overwrites.	All recipients and registrants are in one database, making it easy to send promotions and follow-up messages to the appropriate lists. The need to import/export data is eliminated!
Registration	Logistically challenging to coordinate with conference vendor. Requires frequent updates of registrant info to vendor and event login information to be distributed to attendees.	Integration with leading conferencing vendors automatically creates a seat for attendee and provides event login info during the registration process. All registration data is captured and stored.
Confirmation and Reminder Emails	Requires manual transfer of attendee list from registration engine to email broadcast tool. Little or no automation.	All elements are automated. Confirmation emails are sent upon registration. Reminder emails are sent at times designated by you.
Execution	Delays. Difficulty with operators. No attendee validation at outset of event.	Unique pin codes validate all attendees and eliminate need for entry operators – reducing costs and improving the experience for attendees. If your workflow requires entry operators, they can be provided.

Request a demo to get a first-hand look at how MagnetMail can power your event management.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX