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PRESS COVERAGE

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LETTERS

Making sure you invite everyone to an event

■ Organisations are missing a trick when it comes to event management. Most treat events as a separate, distinct element of income-generating activity and, as a result, are reliant on dedicated event management systems. This either restricts the target audience to previous attendees or requires an investment in an external database.

And yet there's typically information being held in standalone contact and fundraising systems that would provide access to a pool of people proven to be interested in this area. So why are their experiences and previous interactions with the organisation not being leveraged to boost attendance at events?

Organisations that use a single record management system to manage all aspects of the process, from fundraising to events and Web-based sales of literature and products, can build an invaluable database of information. Searching across this complete database of committed people will enable not only improved targeting and attendance at the event, but also enhance the quality of interaction the organisation has with its audience.

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