

## **Powertrak™ Event Management Solutions for the Association Management Industry**

You can manage unlimited events, register attendees, book accommodations, schedule functions and handle payments, all in one spot. Better yet, attendees can handle their end of signing up through the optional interactive portal to keep costs down and event revenue up.

Accessible from your web browser, this module provides everyone in your organization and your attendees with one place where they can sign up, book rooms, schedule their exact event functions, and pay for the event. Easily calculate and follow up on fees due to keep revenue up, and at the same time manage every resource to keep your costs down.

Finally, use Microsoft Outlook to communicate with attendees, suppliers, speakers and staff to streamline every interaction needed to keep the event on track.

### **Product Summary**

#### **The Efficient Way to Manage Every Event**

Set up and manage every aspect of your events inside your web browser.

#### **Built on Microsoft Dynamics CRM**

Expand on top of the safe, powerful Microsoft system.

#### **Event Profiles**

With unlimited fact fields keeps everything regarding timing, staffing, locations and more in one place.

#### **Unlimited Event Functions**

Schedule timing, resources, rooms, speakers along with related charges to use just what you need and keep costs down.

#### **Attendees Get Special Care**

You can register attendees and handle their accommodations or let them do it themselves through the optional portal.

#### **Track Payments**

Maximizing revenue is easy with fee handling, sub-function calculations and cancellation tracking.

### **Product Details**

#### **Easy Registration**

- Keep it easy for staff and attendees to register for all your events.
- Watch your attendance to gauge revenue and plan resource requirements.
- Handle unlimited events, sub-functions and treat your attendees with special care.

#### **Manage Event Functions**

- Powertrak Event Manager shows every function, schedules rooms, monitors locations and tracks related resources for each one.
- Makes sure that room sizes, food, audiovisual and every other factor matches the audience.
- Keeps your costs down and attendee satisfaction up.

#### **Unlimited Event Profiles**

- Track speakers, event messages, and correlated to facts about your attendees to improve planning and meet the needs of your member community.

#### **Use Microsoft Outlook**

- Save time and money using Email, appointments, schedules, meetings and call history review right inside the Microsoft office tools that you already know.

## **Product Details**

### **Use Marketing to Fill the Events**

- Lower your costs and improve attendance using the optional Advanced Marketing module.
- Email blasts and direct mail pre-emptive reminders can be created simply and quickly.
- These modules drive attendance and can show you exactly which advertising efforts are filling your events.

### **Built on Microsoft Dynamics CRM**

- Microsoft Dynamics CRM provides a safe path for scalability, integration, and business value based on Microsoft .Net and Web Services architecture.
- Powertrak is built as an enhancement to Microsoft CRM and uses the same tools and shares the same data.

### **Web Accessible 24/7**

- Integrated Powertrak and Microsoft Dynamics CRM modules run in a web browser.
- Your staff and customers can sign up, pick their interests and handle payments and cancellations from anywhere that they can get on the web.

### **Handle Accommodations**

- Confirms that your attendees get the right list of hotel rooms, special pricing, airfares and third party offers.
- Your business partners can help you provide a satisfying experience for every attendee to make sure that they come back next time.

### **A Complete Association Solution**

- Add Powertrak modules for Event Management, Committees, Legislation Tracking, Certification, Time and Billing and third-party tools like recurring billing and Microsoft Great Plains Financials as you go to round out a complete one-stop solution.