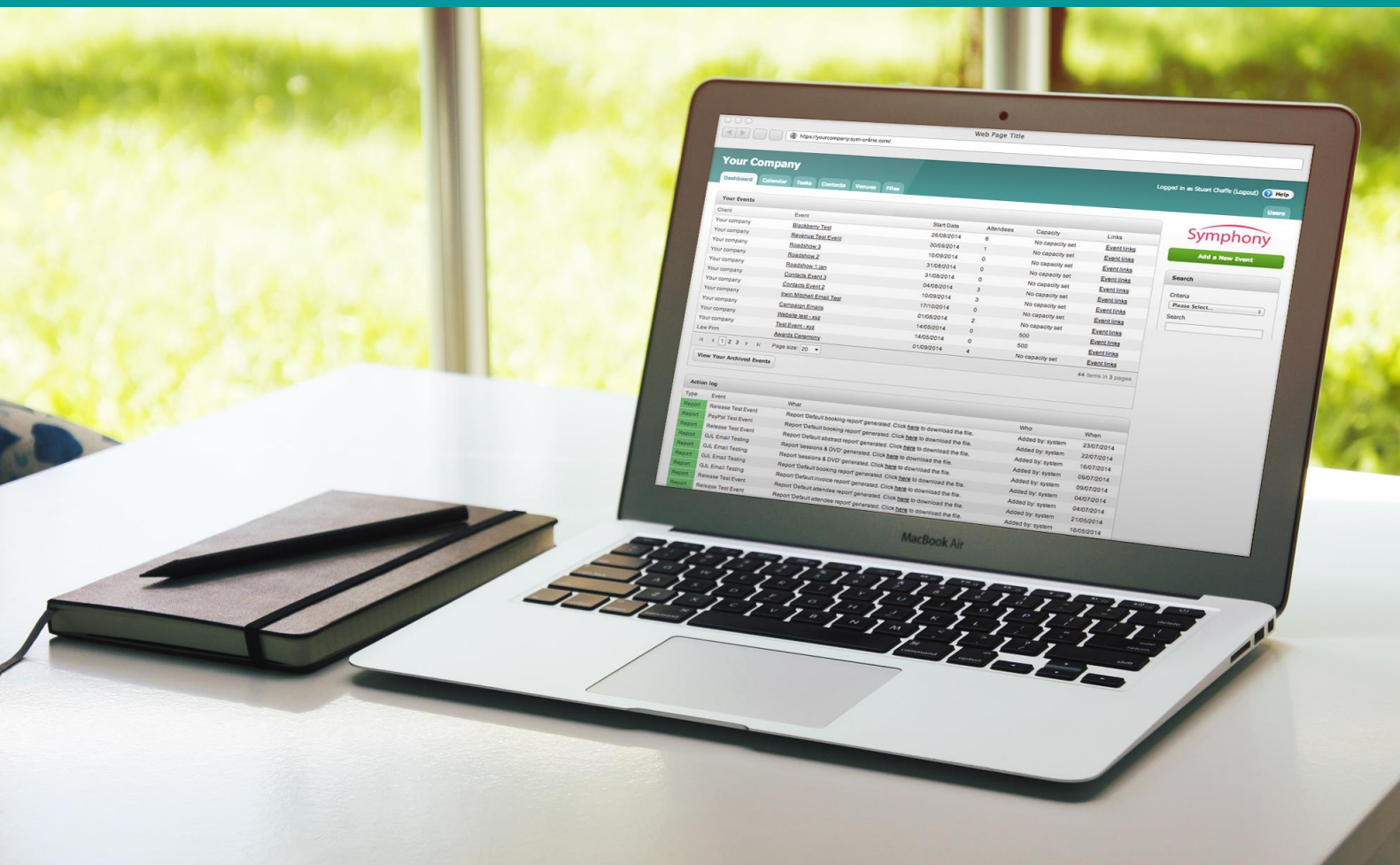


# Symphony

## Event Management

### Software Information Pack



# Why We Believe Events Matter

**Face-to-face events allow businesses to connect with their customers, clients and stakeholders on a personal level.**

This is an opportunity to showcase your business as a thought leader, build valuable relationships and win key clients. Whether you are a marketer, HR specialist or are running events for your region, the Symphony team has worked with a wide range of users from large corporations as well as our traditional event management companies and academic customers. We understand that you are often under pressure to deliver outstanding events that fit your company brand and also satisfy the goals of key stakeholders.

## Our Vision

**We want events teams to spend less time on admin so they can focus on their objectives and provide a great attendee experience.**

Symphony releases you from the time-consuming battle with paper forms, lost e-mails and the endless telephone conversations about double bookings and forgotten workshops. The software is quick to set up and its comprehensive management dashboard brings together all your events along with booking and financial information. We want your team to run more efficiently so your events run more smoothly and attendees feel taken care of.

# The Product

**Symphony is a toolkit used by event professionals to take online bookings, publicise events and measure success.**

Symphony event software has been used over the last 10 years by many events professionals to process over 900,000 attendees and £4,000,000 of ticket sales. Over the years it has grown from a simple online booking portal to a complete toolkit for event managers. Symphony v4 is totally hosted in the cloud and provides you with full control via a web browser with no need to install any software on your computers.

## How we are different?

**Our team has 40 man years of experience in the events industry and we make the transition as easy as possible.**

Our team is made up of experienced event management and marketing professionals with over 40 man years of experience in the events industry. They have come together with usability experts and talented software developers who specialise in cloud software solutions to deliver cutting edge software. We understand that every company is different and many organisations have established processes. This is why we offer services including CRM and intranet integrations together with branded booking forms and email templates.

# Why Use Symphony?

## 1) Clear and fair pricing

Unlike many other leading providers of event registration software, we do not charge commission on the charges you process through our system. We offer subscription plans and one-off event plans which are priced based on your expected usage of the system.

## 2) Easy setup

No installation, no setup fees. We offer training and will help you with your first event setup to make the transition as smooth as possible. Our team of specialists will analyse your current processes with you and advise you on the best way to use the system with your team.

## 3) No more spreadsheets

Gone are the days of tracking attendees by email and spreadsheets. Significantly reduce your time on repetitive administrative tasks. All registrations will be stored in Symphony and you will receive figures on attendance, cancellations, accommodation and session signup in real time.

## 4) Automated communication

Use Symphony to set up confirmation and cancellation emails with personalised booking information for your delegates. Gone are the days of manually emailing delegates with their booking information. Use our campaign email module to send out branded invite emails and schedule follow-up emails for those who don't respond.

## 5) Resource Planning

Create an events calendar and view when your events are taking place. With Symphony you can also plan and calculate your budget based on fixed and variable costs. With our task management system, assign all the tasks related to your event.

## **6) Support regional, national and international sales operations**

Set up different departments within Symphony with appropriate access rights. Separate your internal customers and give access to valued information. Use the Symphony contacts store to keep track of your contacts and which events they have attended.

## **7) Capture statistics on all your event marketing activities**

Through our central repository of data you can access the number of clicks, opens and bounces of your campaign emails. All the information you capture on the Symphony booking form will be pulled through to our dedicated report system, so you can export the information you need.

## **8) Make registration and sign-offs easy**

Symphony booking forms will automatically prepopulate with information you include in your emails, saving your delegates time and improving your chances that they will attend. Give your stakeholders a test URL so they can preview booking forms and websites and even make test bookings.

## **9) Save time by copying existing events**

Copy events including booking forms, websites, marketing emails and confirmation emails and use this as a basis for your other events.

## **10) Custom development**

We provide a range of development services from adding a new feature into Symphony especially for your needs to custom website development and CRM integration. If you are looking for a bespoke solution, please contact the Symphony sales team who will be happy to assist you.

# Some of our Features

## These are just some of the features that make Symphony great.

We provide a range of development services from adding a new feature into Symphony especially for your needs to custom website development and CRM integration. If you are looking for a bespoke solution, please contact the Symphony sales team who will be happy to assist you.

### Online Registration

Create online booking forms	✓
Incorporate your company branding	✓
Receive real-time figures and alerts on bookings	✓
No Symphony branding on booking forms, emails or event websites	✓
Allow group bookings	✓
Information is secure	✓
Close the registration form before the event	✓
Preview the online form and make test bookings	✓
Create dynamic registration paths	✓

### Attendee Management

Distinguish between guests and speakers and set up different attendee types	✓
Restrict session sign-ups to certain attendee types	✓
Set up Earlybird tickets and discounts	✓
Set capacities and waiting lists	✓
Send E-tickets	✓
Edit bookings manually	✓
Keep a log of correspondence with your attendee	✓

## Marketing Emails

Send personalised emails	✓
Track responses	✓
Export campaign reports	✓
Send branded HTML emails	✓
Schedule emails	✓
Send automatic follow-up emails	✓
Send post-event emails to all delegates that did or did not attend	✓

## Website Builder

Create a multi-page micro site	✓
No technical knowledge needed	✓
Preview content before publishing	✓
Update content after your site is live	✓
Create branded websites	✓
Include your booking form on your website	✓
Add interactive maps, video and images	✓

## Powerful Reporting

Customised reports	✓
Compatible format type (csv)	✓
Schedule reports to your inbox	✓
Give users permission to see only reports	✓
Restrict access to reports	✓
Export rooming lists, session lists and information including dietary requirements	✓

## Payment and Budget

Generate invoices in Symphony	✓
Integrate with card processing providers (Paypal, Worldpay, Sagepay, Paypoint)	✓
Check which bookings are paid	✓
Generate payment reports	✓
Set up discounts	✓
Set up cancellation fees and surcharges	✓
Plan budget with the Symphony budgeting module	✓

## Accommodation

Create rooming lists	✓
Set up and reuse hotel information	✓
Set up multiple room types	✓
Receive payment from delegates	✓
Set capacities for room types	✓
Get accurate real-time numbers	✓
Offer accommodation only to certain delegate types	✓

## Sessions

Create free and paid sessions	✓
Set capacities and waiting lists	✓
Send personal itineraries to delegates	✓
Store speaker information and files	✓
Organise one-on-one meetings with the Symphony meeting manager add-on	✓
Publish your event schedule to your website	✓



# Who uses Symphony?

## From corporate marketing teams to conference organisers and events agencies, no event is too large or small.

If you are running an event, we are certain that Symphony can help you. Everyone gets the same high standard of service, and clients know that they can rely on Symphony to get the job done.

**Corporate Marketing Departments** who run a large number of events and may need to integrate with corporate systems.

**Event Management companies** who organise events for several different clients each with their own branding and procedures.

**Conference organisers** who run complex multi session events, award ceremonies, exhibitions and one-to-one meetings.

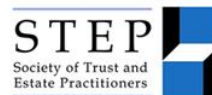
**Academic institutions** who manage and promote conferences and symposiums with peer reviewed paper submissions as well as open days and formal dinners.

We deliver event management solutions for the following organisations either directly or on behalf of our partners.

## Our Valued Clients



UNIVERSITY  
OF LONDON  
INTERNATIONAL  
PROGRAMMES



# Next steps

**Our experienced team are looking forward to discussing your requirements for your next event with you.**

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