



Event2CRM

Plan. Promote. Track.
Any event that requires registration or ticketing.



Microsoft Dynamics CRM Event Management in partnership with Eventbrite.com



CRM Innovation

(913) 492-2764 crminnovation.com crminfo@crminnovation.com

Event Management made easy!

Event2CRM is an easy-to-use application that extends the Microsoft Dynamics CRM system with the power of Eventbrite.com, the leading provider of online event management and ticketing services. The hosted application enables you to Plan, Promote and Track all the key components of any event that requires ticketing or registration entirely within the CRM system.

Plan – Create and design the Event registration page inside of the CRM system using the Event Designer. Your events can be free or fee based as event fees are securely captured either via Credit Card, Google Checkout or PayPal and automatically credited to your account. Ticket sales revenue is automatically reported in CRM.

Promote – Invite your prospects using Email, Phone or via Letter using the Marketing List functionality inside of the CRM system. You can even use our companion product Email2CRM to send out customized event invites and track the recipient's response to the invitation. Conduct Pre- and Post-event mailings.

Track – Registration information is automatically associated with Contact or Lead records in CRM and the Event record. Sales and Marketing can see who is registered, who hasn't responded and the event performance metrics such as revenue and tickets remaining.

It's that easy – No Code on Server! Setup in 15 minutes.

This solution works with CRM 2011 and 4.0 Online, OnPremise and Partner Hosted.

Check it out at <http://www.CRMinnovation.com/event2crm>

CRM Innovation, LLC
8527 Bluejacket Street
Lenexa, KS 66214

