Why you should

Automate
Your Event
Management

PurplePass

Intro

We at Purplepass don't have to tell you how stressful managing and coordinating events can be and often is.

On at least a few occasions in recent years, event coordinator has ranked high on the list of most stressful jobs.

In 2017, event coordinator ranked fifth on **"The 10 Most Stressful Jobs In 2017,"** a list published by *Forbes* magazine based on research by CareerCast.com. Event coordinators also ranked fifth the previous years as well.

Companies using multiple event software solutions have 2x more trouble demonstrating event ROI than those with one integrated event software solution

Looking at the criteria, you can identify why enlisted military personnel, firefighter, airplane pilot, and police officer were ranked first through fourth; they consisted of criteria that includes the possibility of death, hazards, and physical demands.

They might scoff that event coordinator shouldn't be ranked fifth given the circumstances, but we at Purplepass who are familiar with how hard event coordinators work are not surprised.

"Though (event coordinators) do not face the kind of physical demands and personal danger that the professions further up on the list might, they do operate under challenging deadlines and are constantly under pressure to meet client needs in high-stress situations," the *Forbes* 2016 article said.

"For their efforts, event coordinators earn median annual salaries of $46,490."

Do your event coordinators and managers want to have a less stressful job?

Well, one way to do that is to automate your event management functions and with today's technology there are options for everyone and everything.

So what exactly does that mean?

It means that instead of using separate software packages for a multitude of functions you should use one software package that incorporates most, if not all, of an event manager's responsibilities.

The functions in an integrated event management software often include the following:

Communication	Customer feedback & surveys	Venue sourcing & assigned seating
Event Registration	Event Promotion	Mass Marketing
Return on investment (ROI)	Budgeting	Collection, insights & reporting

223 hours per year is the average time saved by businesses using event software

The article "Event Automation: The New Age of Event Planning" points out that software for the individual event management functions "though digitized had to be done manually." This "Event Automation Primer" reports that using separate software for separate functions was the standard industry practice earlier this decade.

"Event planners can now automate all those tasks that were initially carried out manually using the event registration software, be it creating an event website, setting up event registrations or sending out mailers to your attendees," "The New Age of Event Planning" reports. "We have now stepped into the era of end-to end automation."

A **one-stop-shop** solution

Eighty percent of professional event planners now use event management software according to a study that was reported in the 2018 article "6 Benefits of Investing in Event Management Software."

Here are 10 reasons why you should be automating your event management functions.

"Keep it simple stupid"

Perhaps, event coordinators wouldn't be so stressed out if their lives were simpler? Learning and using one automated software program is way, way less complex than learning and using five or 10.

Instead of keeping track of all your logins, passwords, urls, different software, integrations etc. you now have a one-stop-shop for event management.

This not only saves you time, energy and resources, but keeps you organized and everything you need is in one spot. Stop trying to manage everything by yourself or on multiple platforms,and keep it simple.

> **"Event automation can make life simpler as it is a one-stop solution for all the event planner's needs,"** notes "Event Automation: The New Age of Event Planning."

Increased productivity

Entering data into several event management-related software programs can be very time-consuming and mentally draining.

Beyond that, tracking down your insights, reports and guest lists from emails, surveys, phone calls etc. can be taxing and mistakes are bound to occur.

The time saved by using ONE software package, can now be used to **increase marketing efforts, promotional material, and brainstorm other new innovations you can bring to the event, making it better than ever.**

With less time being spent on tracking figures and estimates, you and your staff can focus on the actual event itself and the guests attending; something most planners can't fully focus on unless they have a larger staff or work overtime.

Hire employees to focus on the event

Instead of having to hire employees who are technically proficient in various software programs, programmers, and web developers, event planners can hire employees who have the interpersonal relations and event planning skills.

You no longer have to waste hours training staff and/or volunteers on the different programs and protocols you use for staying on track.

Now you have fully automated everything you need for managing that event, most likely you and a few other leaders only need to learn that one system and manage it. Your staff can now work on training for the actually event, registration at the gate, safety protocols etc.

PurplePass

A better event outcome from start to finish
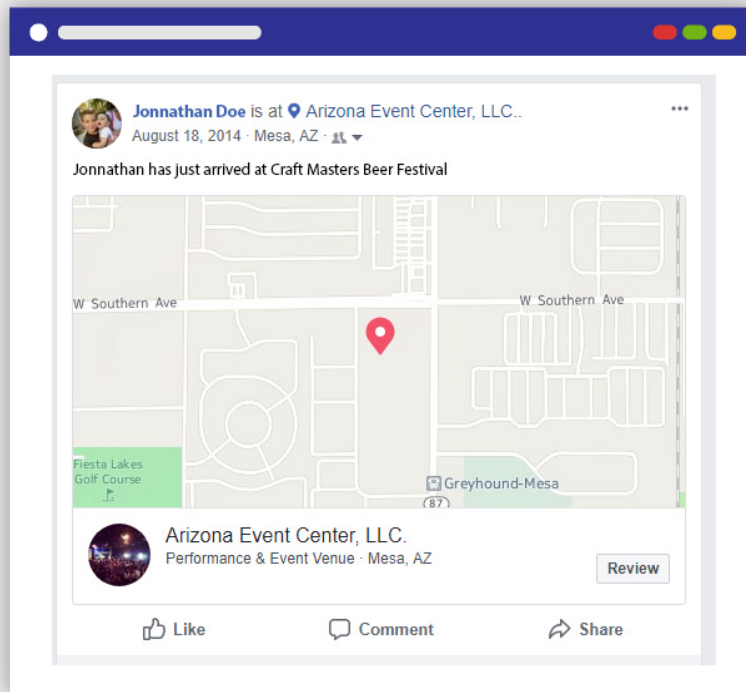
Not only will your employees have more time to reach out and contact speakers, vendors, artists and boost customer relations, but they also will have more time to develop better and deeper relationships with the attendees before, during, and after the events.

That means they will have the opportunity to **acquire personal feedback on how to improve the event** that will supplement the information they received via the automated event management program.

Discovering personal opinions about a target audience is one key to successfully marketing a product or service to the public. One of the most widely used and reliable methods of gaining this knowledge is creating focus groups. If you wanted to continue to learn more about your event and possible improvements, check out our blog on successfully organizing a focus group below.

Go to blog

Actual time for marketing

Because you are using one management software, you have created a central hub for the event management and marketing teams giving them the tools to work together more effectively.

Here are features you can expect to get out of an event management software:

Short-cut Links	Define "Doors Open" Time	Create Hidden Events
Require Password	Event Descriptions	Indicate "Not Allowed"
Full Timezone Support	Control Online Sale Starts/Ends	Ticketing Options
Multiple Ticket Types	Inventory Management	Advanced Pricing Rules
Control Who Pays	Custom Facility Fees & Tax Rates	Set Min/Max for # of Tickets
Custom Status for Ticket Types	Indicate Tickets Available at the Door	Restrict Delivery Based on Ticket Type
Show Remaining Tickets	Non-Inventory Items	Ability to Fully Hide Fees
Ability to Define Ticket Color	Facility Fees	Taxes
Coupon Codes	Require a Coupon Code	Multiple Delivery Options
Media	Partner Access	Custom Terms & Conditions
Custom Personalized Messages	Special Notes/Memos	Check Out Questionnaires
Customize Verbiage	Guest List	Customized Email Templates
Search Orders	Ticket Transferring	Promoter-Fulfilled Shipping

Less time shopping

If you're not automated and/or your event registration system is outdated and unsatisfactory, you might have to spend considerable time studying what replacement software to buy.

Then, you might have to do that again when your event promotion software becomes outdated. And…well you get the point. Automating your entire event management not only means combining all these different systems, but dealing with only one system when it comes time to update, upgrade, etc.

Analytics on one platform

Why have the ticket sales to your events declined in recent months?

Why are fewer attendees responding to messages you're sending during events and questionnaires you're sending after events?

Could the problems be related to a software package?

Testing several software programs or theories can be way more time-consuming than evaluating the effectiveness and insights of everything combined on one platform.
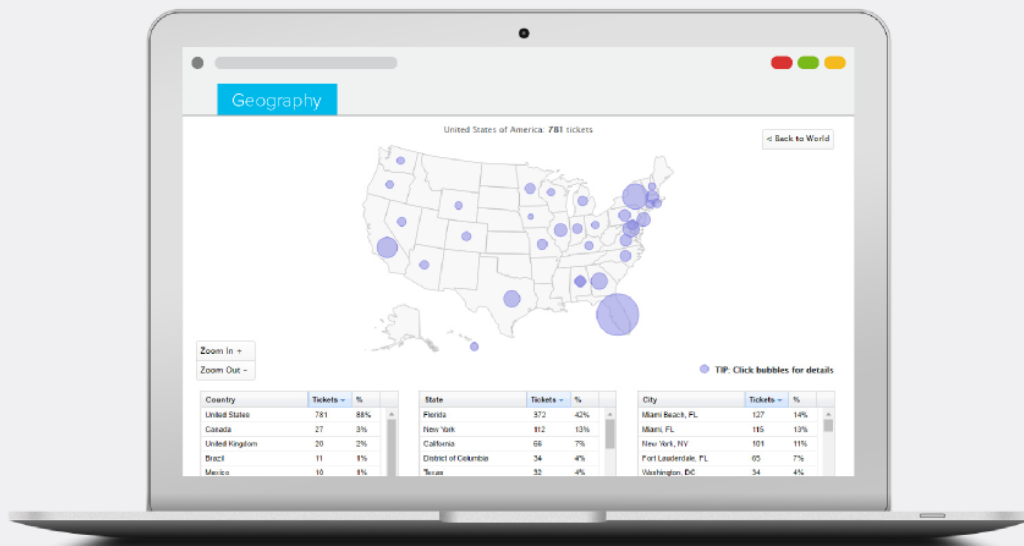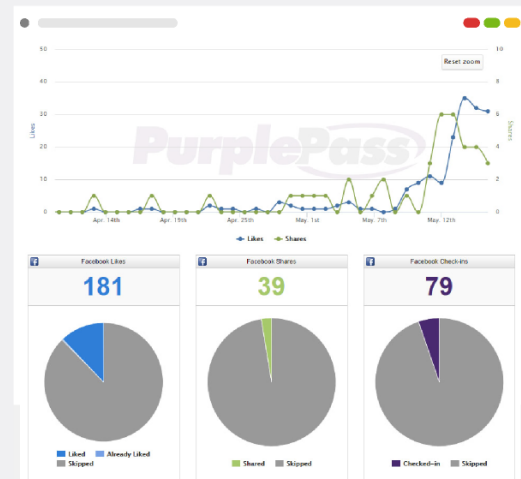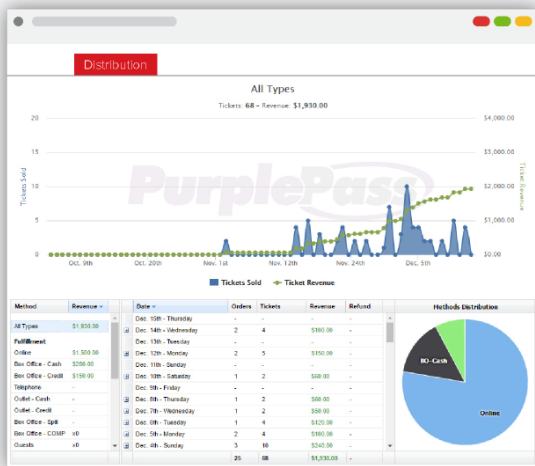
57%

of event organizers use event management software

Less outsourcing

Without an automated event management software, you could need to outsource two or more specific event management functions.

Too much outsourcing could lead to "haphazard" outsourcing and delegating that can cause **"confusion within the office and a slower process overall,"** reports "6 Benefits of Investing in Event Management Software."

Fewer errors

Anyone in any profession who has ever worked with manual and automated systems can tell you that automated systems reduce errors; still might create some, but less than people.

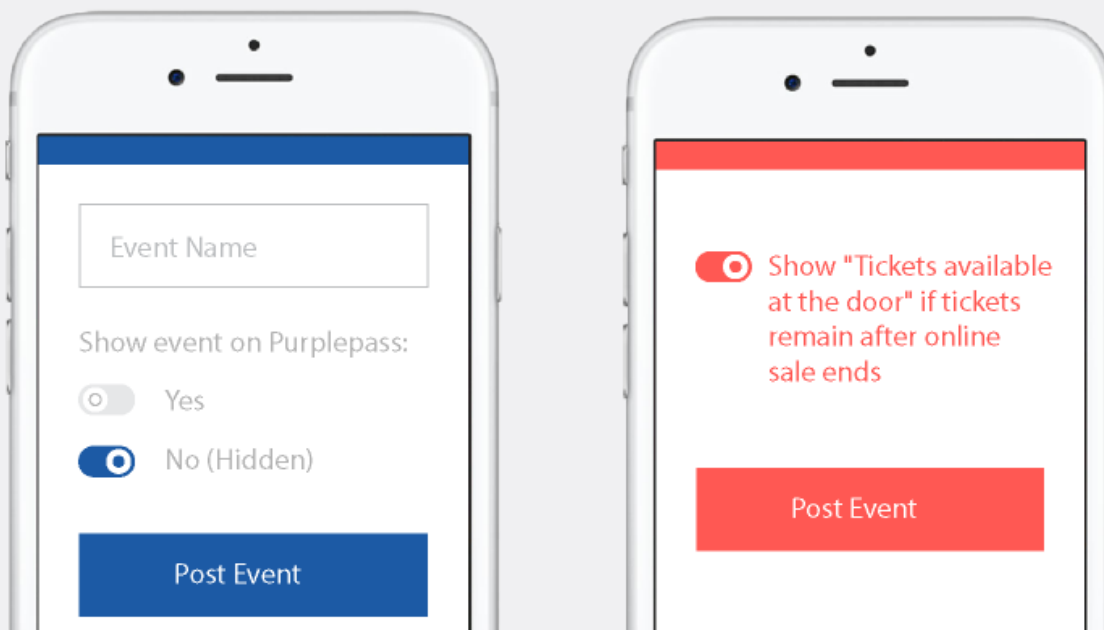People are just more apt to making mistakes when they do something manually because they are human.

"It's estimated that up to 80 percent of errors in manufacturing and engineering stem directly from human error," reports this article on automation. I'm not saying stop relying on people to do their jobs, but let your automated system collect the data for you and make your staffs' jobs a little easier.

Better customization options

Some event planners may believe automating event management will make it more difficult to customize events for their attendees and prospects, but that's not true.

"Customization is instantaneous and quicker through an event automation software as compared to the traditional event management software," notes "Event Automation: The New Age of Event Planning."

Event Name

Show event on Purplepass:

Yes

No (Hidden)

Post Event

Show "Tickets available at the door" if tickets remain after online sale ends

Post Event

If enough event coordinators and managers automate their event management functions, perhaps their job will no longer rank among the most stressful.

Automation=Less Stress

Event Name

Not Allowed

Le food and drink, cameras, large bags,etc

Post Event
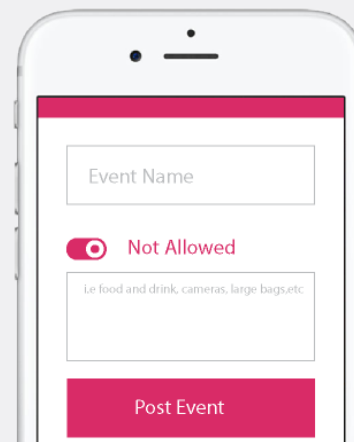
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