

No more  
Mrs. So-and-So  
and Mr. Whatsit:  
the ideal software  
solution for event  
managers

# Blue Eventmanagement

is a web-based application for managing events. The software features an intuitive user interface and functions just well on mobile devices as it does on your office computer.

Blue Eventmanagement enjoys a long-standing collaboration with the Customer & Trade Relations department of Coca-Cola Erfrischungsgetränke AG.

Since 2009, the software has been used for all kinds of events – from the London Olympics Games to managers' meetings.

# Key features

- A decentralised working platform that can be accessed worldwide by any number of team members, suppliers and partners
- Web-based software that is compatible with almost all modern computers, smartphones or tablets
- A central information hub for any number of staff; includes to-do lists and a chat feature and allows for feedback, commentary and document management
- A sophisticated CRM system that includes various functions for accreditation, feedback and live communication
- Individual reports before, during and after the event to control costs and monitor success
- Unlimited scope for use – from client events to internal events; from Olympic Games to managers' meetings
- Can be adjusted to your personal requirements and connected to existing systems such as a marketing material storage facility

# Everything in one place

Blue Eventmanagement runs in your browser. It is a web-based software that is compatible with almost all modern computers, smartphones or tablets. This means that all the information you need is in one place. It makes no difference how many people are accessing the system at any one time, or where in the world your team, suppliers or guests happen to be.

## Central & communicative

You can communicate with everyone involved in your event centrally via Blue. The integrated chat feature allows for spontaneous queries and prompt feedback. Employees are also able to leave comments in the system and on the data records. A status display indicates which members of your team are online at any given time, and a compact summary of dialogue collects all conversations and messages on one site to provide a comprehensive overview. Of course, the software also allows files to be uploaded, prepared, and shared with ease, making the time-consuming process of updating Excel spreadsheets a thing of the past.

# Multi-purpose

Whether you're planning a huge event at the Olympic Stadium or a meeting with all the heads of departments, our software allows any number of team members, suppliers and partners to work simultaneously on one project.

The ideal tool for managing cross-departmental events. For projects involving several different departments or the various regional departments of one organisation, it is convenient for everyone to be sharing one control system.

Using Blue, you can set a quota on the number of guests, hotels and tickets, for example, allowing you to determine who can invite how many guests. All participants enter and edit data for individual guests centrally over the same user interface, ensuring that you always maintain a clear overview of the entire project.

# Facts & figures

Blue offers a large number of options for queries and reports. At any time, for example, you can gain an overview of visitor profiles as well as costs for tickets and hotels.

With the help of Blue, discussions with and feedback from clients can be recorded and analysed on the move.

It's never been easier to keep track of preferred products and supply chains, the success of sales campaigns, the quality of consultation during an event, etc.

You can use direct client communication to receive immediate and genuine feedback about your company. The results are displayed live on the corresponding statistics pages.

# Monitoring success

Did the employee's personal dedication pay off? Was the event a success for the company? How many conversations were held? How many contracts were closed? Blue helps you find a detailed answer to all of these questions – in real time.

# Controlling costs

How many drinks were consumed? How much food was eaten? How high were the accommodation costs? Blue can give you a detailed answer to all these questions. Analyze selected groups of events or assess them in relation to previous years. Keep a close eye on cost developments with your suppliers, get ahead in negotiations, and make your planning for future projects even more efficient and cost-saving.

# Open to adjustments

Our software can be adapted to every detail of your company's workflow, making it more effective than any other standard software. Blue can be used in combination with existing systems, or expanded into new areas, such as the marketing material storage facility. This ensures that you always have a comprehensive overview of items such as bars, displays and parasols. You can track vehicles, orders and stock in real time – the potential software adjustments are practically endless.

# Know your guests

The address/CRM module functions as your central contact database, containing personal information about your guests, clients, partners, suppliers and employees. Important personal details such as whether they are a smoker or non-smoker, whether they have any food allergies, their family relationships or their height, are all at your fingertips – valuable information when choosing an appropriate gift or booking a hotel room. In addition, you can benefit from a range of CRM features such as birthday notifications via text message.

# Five-star service

Arrange personal accreditations with an access code or group accreditation for training sessions, and make the most of the range of features for feedback and commentary. You can retrieve and react promptly to RSVPs from individual guests anywhere and at any time. Blue also gives you with an indispensable, up-to-date summary of all confirmations, rejections and cancellations, and lets you arrange and manage meetings with clients. With a brief message you can keep your colleagues up-to-date and informed on all scheduled meetings during an event.



# Inform your guests and partners

Publish content on your own website to give your colleagues, guests or partners access to parts of your project. Of course, you can set who has access to what. You can freely adapt the layout of the website to meet your personal requirements and to suit the brand presence of your company.

## Practical experience

Blue Eventmanagement is a web-based intranet and internet software application. It was designed for and in close collaboration with the Customer & Trade Relations department of the Coca-Cola Erfrischungsgetränke AG, and has been in successful use since 2009.

Naturally, Blue can be adapted to your individual operations or connected to existing systems such as a shop or marketing material storage facility.

# List of features:

Timelines  
Event overviews  
Addresses/CRM  
Teams  
To-do lists  
Document management  
Commentary  
Publishing  
Individual/group e-mails  
Text messages  
Guest management  
Setting up your own accreditation site  
Accreditation with code  
Group accreditation  
Managing invitations  
Invitation quota  
Compiling guest lists  
Allowing others to compile guest lists  
Sub-events  
Hotels  
Tickets  
Shuttle transport  
Data management  
Statistics  
Trade fair reports  
Online questionnaires  
Feedback

Taking orders  
Consumption statistics  
Visitor counter

Greata GmbH develops web-based intranet and internet applications that help to optimize our clients' business processes.

We see our clients through every phase of the project, from analysis, design, implementation and integration through to the launch and operation.

Greata software is modular in design, freely scalable and fully responsive. Our systems were designed in close collaboration with the Customer & Trade Relations department of the Coca-Cola Erfrischungsgetränke AG, and have been in successful use since 2009.

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