

# New Internet-based attendee management solution

Experience iT's Event Management System (EMS), a new platform by Lowther Technology Holdings, Digital Mall and Makwetla & Associates, aims to simplify event management logistics and analyse return on investment (ROI), thus freeing up PR companies, event companies and other organisations to concentrate on the other aspects of event management.

Yaron Assabi, CEO of Digital Mall explains, "EMS is an Internet based Attendee Management Solution that encompasses the virtual and real worlds and combines these into an easy-to-use system that will manage, track and report on every aspect of attendee activity throughout the whole event process."

Assabi continues: "The solution is not only restricted to Internet enabled attendees. Its multi-channel communication architecture combines a Contact Centre (apparently a world first), SMS, Web and email to cater for the full spectrum of attendees. This is a distinct advantage for events that involve international attendees, as they are able to communicate with EMS in their own time either over the Internet (Web and email) or through the Contact Centre."

The EMS solution also provides for the rental of interactive touch-enabled screen kiosks, wireless laptops, barcode scanners, information screens, wireless RF ID technology and a technical crew to set up and manage the system for the duration of the event, nationally or internationally.

Finally, because the attendees themselves have updated the information stored on the EMS system, the information will be the most up-to-date. The event organiser can now do a post event courtesy follow-up, analyse prospects for new events and sales leads for sales teams. Post-event evaluation is also a powerful tool to determine the overall ROI on the event.

EMS has already been used for various large events, including the Sowetan/Old Mutual/SABC Community Builder of the Year Awards Banquet; Sowetan/Telkom Teacher of the Year Awards Banquet; SABC Airtime Sales' Year End Function; the Financial and Fiscal Commission Conference; Metro FM Music Awards; and the 2005 Royal Bafokeng Excellence Awards. In all, more than 6000 event attendees have already been registered using EMS.

*Experience iT has been formed out of a partnership between Lowther Technology Holdings, specialising in visual communication technology applications for over fourteen years; Digital Mall, award winning IEC partner; and Makwetla & Associates, a 100% female black-owned consultancy specialising in public relations, nation-building and event production.*