



“World’s most comprehensive event solution.”

ActiveEvents enables companies to improve operational efficiencies and increase event effectiveness.

Successful event management requires the use of technology and services to deliver the right results. Our products deliver on the following four pillars of event success ▶



Event Efficiency

Events are an integral part of a company’s marketing portfolio. But, they are resource intensive—both in people and money. ActiveEvents platform improves event automation throughout the event lifecycle and allows your event team to accomplish more.



Marketing Optimization

In today’s competitive market, it is more important than ever to capture the right audience. ActiveEvents community development and web analytics technology allows marketers to nurture, track, analyze, and optimize their event marketing outreach plan to ensure attendance goals are met.



Community Engagement

Web 2.0 technologies have extended the event lifespan, empowering attendees to quickly connect with communities and content in more meaningful ways. ActiveEvents personalized event solutions, and social and professional networking tools engage your entire event community—facilitating business networking and new ways of learning.



Event Intelligence

Your attendees reveal a lot about their interests—from the sessions they attend, the exhibitors they visit, and the communities they join. ActiveEvents integrated platform centralizes attendee data so you can better measure audience value and event success.

[SEE ALL THE DETAILS ▶](#)

“I would highly recommend ActiveEvents to anyone running an event. Beyond event delivery, ActiveEvents is focused on how data intelligence can be used to drive leads and revenue, and add value to everyone attending the event. The system was by far the best we tried.”

*Christoffer Granfelt
CEO, SIME Stockholm*

We provide event marketers and managers with a robust suite of event technology solutions for every event type.



Event Efficiency

- Integrated multi-event platform
- Flexible online registration
- Hotel management
- Session content lifecycle automation
- Speaker resource center
- Exhibitor resource center
- On-site tools
- Custom reporting
- Skilled professional services



Marketing Optimization

- Marketing campaign tracking
- Detailed web analytics
- Email marketing integration
- CRM integration for superior list segmentation
- Community marketing tools



Community Engagement

- Personalized schedule builder
- Create and share public profiles
- Join and interact with event groups
- Search attendees, sessions and exhibitors of interest
- Schedule 1:1 and group meetings
- Integrate with social network and virtual environment of choice



Event Intelligence

- Lead management devices and reporting
- Audience segmentation and analysis
- Feedback surveys
- Attendance tracking
- Event analytics

ActiveEvents centralizes all your events in one place so you can measure event value.

Flexible Online Registration

ActiveEvents online registration solutions have processed millions of registrations for thousands of satisfied customers. Our self-service solutions empower you to build custom, flexible online registration forms, accept payment processing, create personalized agendas, send automated email confirmations and invoices, and much more.

Social & Professional Networking

ActiveEvents social and professional networking solutions engage your audience to further connect with other registered attendees, exhibitors, and any other members of the event community—before, during and after your event. This powerful tool, not only creates greater touch points between all participants of your event, it creates a fun, personal experience with your brand.

Event Management Tools

ActiveEvents integrated event management platform allows you to manage all your event tasks for your attendees, content, and exhibitors from a centralized website. We offer an innovative onsite toolset including remote check-in, self check-in, session access control, session monitoring, badge printing, gift redemption, surveys, lead retrieval, social networking, 1:1 meeting scheduling, Internet kiosks and more.

Event Marketing & Analytics Tools

ActiveEvents email broadcasting tools, event web sites, and personalized agenda builder allow you to push content to your audience and pull content from them. The product includes a custom implementation of industry-leading Omniture SiteCatalyst Web Analytics which provides real-time reports helping you make on-the-fly adjustments to your marketing efforts and ensure you meet your audience goals.

Professional Services

Our professional services team complements ActiveEvents technology. We enable you to innovate your events faster and achieve better results. Our services include project management, lead retrieval, technical consulting, audience generation, registration support and global call center, custom development and web design, and onsite management.

