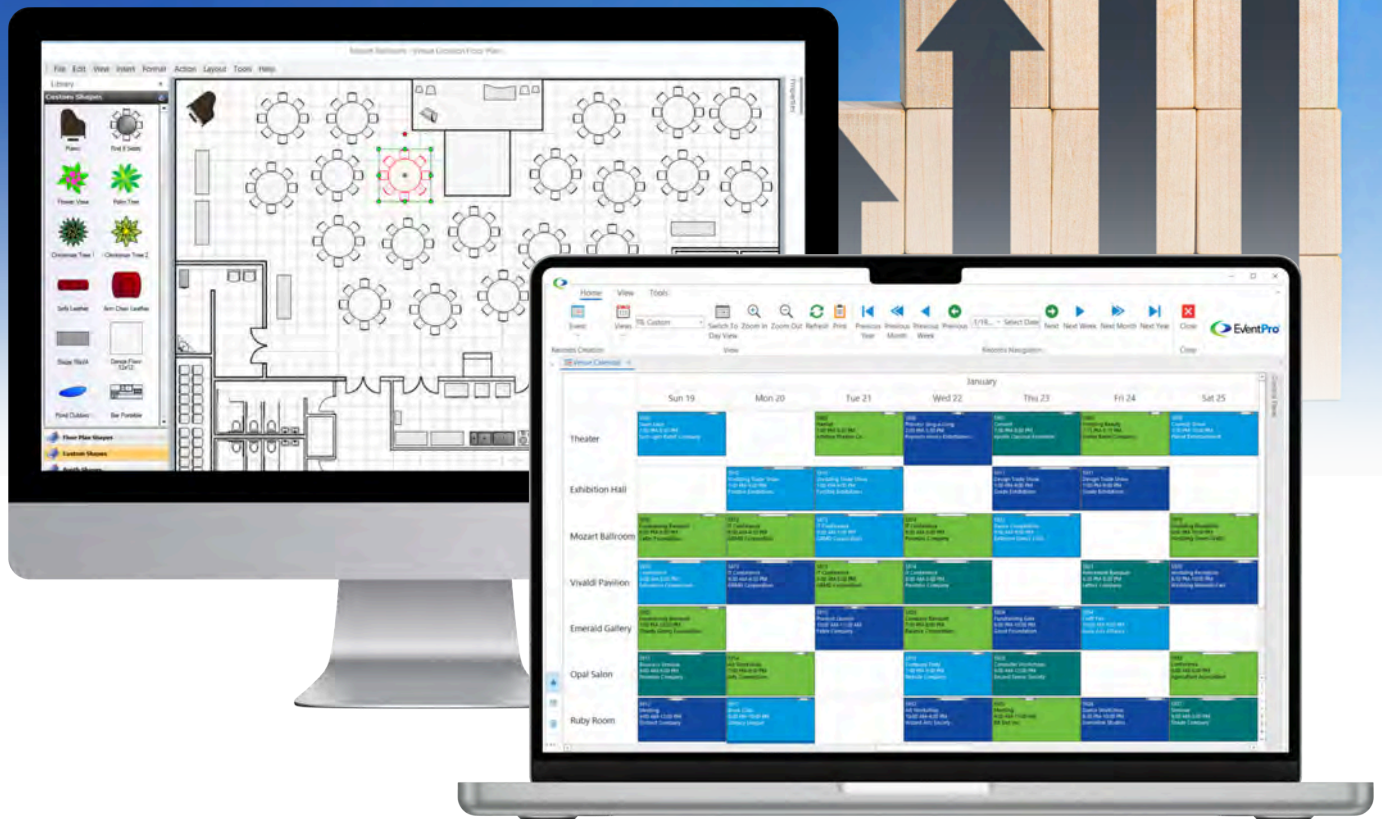# Take your event, venue, and catering management to a whole new level of success

EventPro® Software

for venue, event, and catering management

sales@eventpro.net   www.eventpro.net   1-866-920-7996   TOLL FREE

What do YOU need to do?

Organize Events • Book Venues • Manage Catering

EVentPro®
has you covered!

EventPro Software **combines functionality** for venue booking, catering management, event planning, and much more into one **comprehensive** solution that meets your **unique** needs as an event professional, regardless of your exact job title.

Whether you are an event planner, venue manager, caterer, or something in between, the **modularized** design allows you to create an EventPro system that is tailored to your organization's specific needs, delivered in the **Cloud** or **On-Prem**.

How Can EventPro Benefit Your Event Team?

- Maximize efficiency

- Simplify processes

- Make better informed decisions

- Optimize the use of venues and resources

- Provide superior customer service

- Improve communication and collaboration

"Lowered my stress level exponentially"

Everything in EventPro is streamlined and intuitive. EventPro has given me hours of my "work time" back and lowered my stress level exponentially!

We are not the most tech savvy group, so we knew we needed software that would meet our needs without being cumbersome or overwhelming. It was apparent from the first time we looked at EventPro that this was a system we would all be able to utilize without any concerns.

We are in the hospitality industry and customer service is key. Everyone we spoke to said the customer service and training were phenomenal with EventPro, and they were right!"

- Jenny L.,
Dutchess County Agricultural Society, Inc.

Looking for Something Different?

Are you happy with your current event management system? Or are you looking for something *different*… something that **simplifies** your workday and makes your job **easier**?

Even if your current system is not the right fit, we understand that trying something new can be nerve wracking! That's why we pride ourselves on our **consultative** sales approach. We want to ensure that a move to EventPro is worth it for your organization.

> Their pre-purchase support and presentations provided a clear understanding of what we were purchasing, and provided a high level of comfort for all Gallery staff involved in the procurement process.
>
> This flowed through to the implementation phase, where we received a high level of support and attention to detail in meeting our specific business requirements.
>
> - Art Gallery of New South Wales.

> Every conversation leading up to the decision to purchase was friendly and helpful. It never felt like we were being "sold" something.
>
> It very much felt like EventPro staff knew they had something great to offer, and didn't need to do a hard sell, instead it was as if we were friends discussing a better way to get our work done.
>
> - Jenny,
> Dutchess County Agricultural Society, Inc.

Built on a Solid Foundation of Experience

If EventPro is new to you, we want you to know that this is no flash-in-the-pan product from some fledgling company. EventPro is developed by Profit Systems Inc. (PSI), and we've been developing and supporting management software in-house **since 1985**.

EventPro Software is built on a **solid foundation**, but we're also **always evolving**… ready to take on the challenges that today's event professionals face!

Make the Most of Your Events and Venue

In the **competitive** events industry, you have to meet **high expectations**, while being limited by ever-tightening budgets. You simply need to get more done in less time.

By combining the functionality you need in one **integrated** system, EventPro Software helps you reach a new level of **efficiency**.

Instead of chasing paperwork, you can concentrate on the key elements that **boost revenue** and **success** for your events business or venue.

Software Deployed YOUR Way: Cloud or On-Prem

You can deploy EventPro the way you choose: **Cloud** or **On-Prem** (desktop/network installed).

Cloud-based software is convenient, adaptable, and mobile friendly, allowing you to work in EventPro **anytime from anywhere** on any device with internet access.

However, some clients still prefer the benefits of **installed** software. All EventPro applications will have the **same functionality**, so how you access it is up to you.

We understand that every organization is unique, which is why your EventPro Solutions Consultant will be happy to discuss **On-Prem** versus **Cloud** options in relation to your business.

Customize Your EventPro

With EventPro's **flexible** and **modularized** design, you can choose the modules you need, without wasting resources on those you don't.

THE RESULT: a system **customized** to your **unique needs**, without unnecessary bells and whistles to slow you down.

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Top Features in EventPro Software

We can't fully describe all of EventPro's features in this brochure, because you'd be reading all day! Instead, here are some of the top features that event & venue managers ask about.

Booking Calendar

The **shared** graphical, color-coded calendar makes it easy for authorized users to view upcoming commitments, determine event status, identify available space, and book events.

Rescheduling events is as simple as dragging and dropping. The **built-in conflict check** allows your events team to confidently **maximize** the use of space and resources, without double bookings.

You can set up **any space** of any size or shape for the calendar, and create **variable rates** (*e.g.* seasonal, attendance-based, *etc.*) that **automatically** apply when criteria are met.
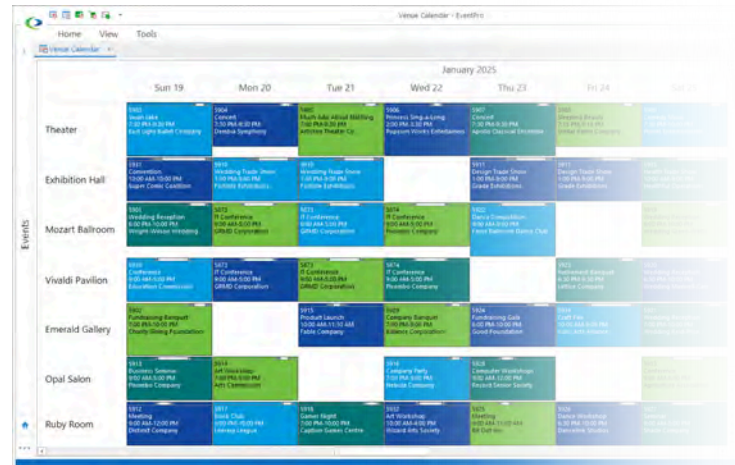
Reporting

EventPro comes with a suite of **professional**, **customizable** reports, including event confirmations, invoices, BEOs, revenue vs cost, utilization, daily booking lists, catering, attendee itinerary, and many more.

You can print, view, or save reports to file, or **email** them **directly** from EventPro.

> Another feature I use and find helpful is the advanced filtering for reports…this has allowed us to export specific and powerful sets of data to use for analysis or day-to-day processes.
>
> - Michael, UBC Robson Square

> I am an Event Coordinator, so the Booking Calendar is definitely the most useful. We don't have any other program that we can build floor plans in, store catering information and all set up information required. Would be lost without EventPro.
>
> - Crystal, Gallagher Centre

> The Reporting is very user-friendly and versatile, and we find it to be a huge benefit.
>
> - Hailey, Minnesota Landscape Arboretum

Automated Notifications

EventPro's Virtual Assistants can **automatically** send **email** or **SMS/text notifications** to selected users upon detecting certain occurrences in your EventPro database: a task is assigned, a new booking is made, event catering is changed, an attendee registers for an event, an invoice becomes overdue, and so on. For email notifications, you can typically attach EventPro reports and other files.

Other Virtual Assistants can **automatically** perform set actions on **time intervals**, *e.g.* **sending reports** to users, exporting invoice data, pushing events to online calendars, or syncing event locations with online calendars.

Sales Management

By adding the Sales Management Module to EventPro's robust CRM (Customer Relationship Management) and integrated email client, you have one **streamlined system** to nurture **leads**, track client acquisition, monitor sales cycles, and convert **opportunities** to events.

> Managing leads, opportunities, bookings on the calendar and within the system - gives us a lot of options, and helps us track new business.
>
> - Liz, Sharonville Convention Center

Integrated Budgets

Don't struggle with finicky, error-prone spreadsheets! EventPro's stress-free budgets track revenue and cost items as you work, **automatically updating** in real-time for accurate results.

"A game changer for our team"

Virtual Assistants. The auto-responders have been a gamechanger for our team. We use about 15 different auto-responders that are each triggered by something different & send a variety of messaging out to our clients. We were doing all of this manually before. Having this automated has saved us a lot of time.
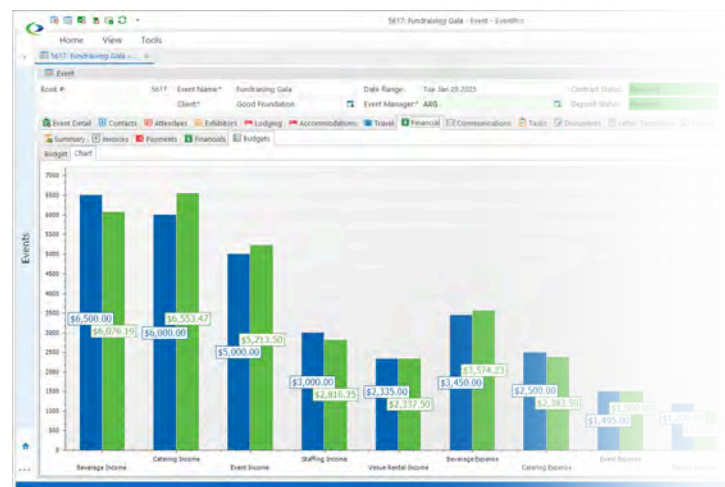
- Caitlin, Chesapeake Bay Foundation

Customizable Layout

EventPro's layout is **customizable** on a user-specific basis, meaning you and your team members can have different screen setups adjusted to your individual **preferences**. Instead of clicking through tabs and grids you don't need, your **personalized** layout frees up your time to get real work done.

> The best part is how customizable it is. We each can have our own layout (column chooser), which makes it easier to work with the information we want. As opposed to it being just one standard layout for everyone. We can customize so much, which leads to a more efficient work day.
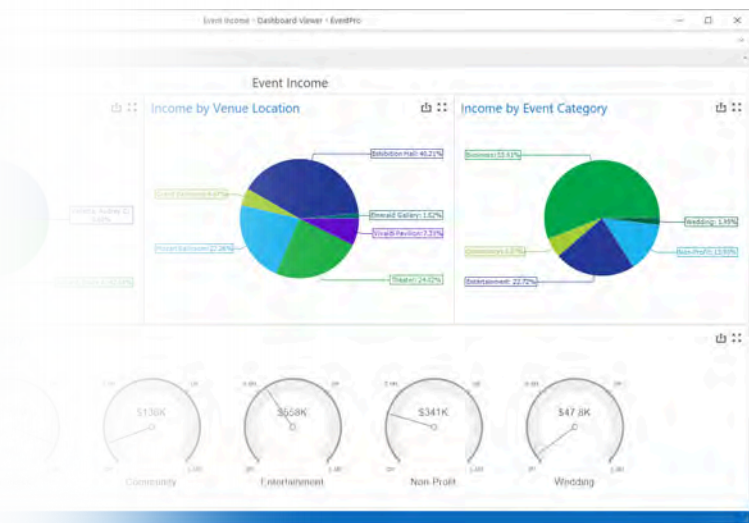>
> - Stephanie, Georgios Banquets

Data Analysis Suite: Dashboards & KPI

This is a **powerful duo** of flexible, easy-to-use reporting tools that deliver the real-time data you need for informed decision making.

KPIs (Key Performance Indicators)

Evaluate success using the **measurements** that are relevant to you. Track **performance** over time with rolling analysis of data, displayed in easy-to-view **sparklines**.
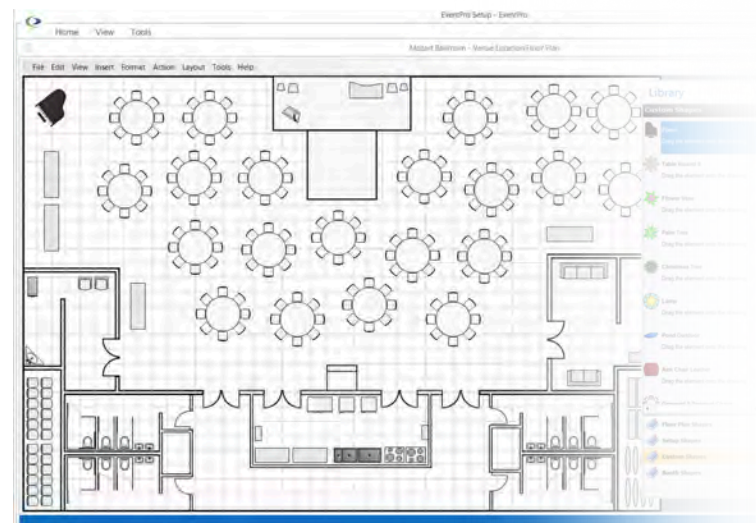
Dashboards

Gather **real-time data** in a personalized, easy-to-read layout with **visual** components like charts, grids, gauges, and more. Review work, make comparisons, and track progress for smarter **on-the-spot decisions**.
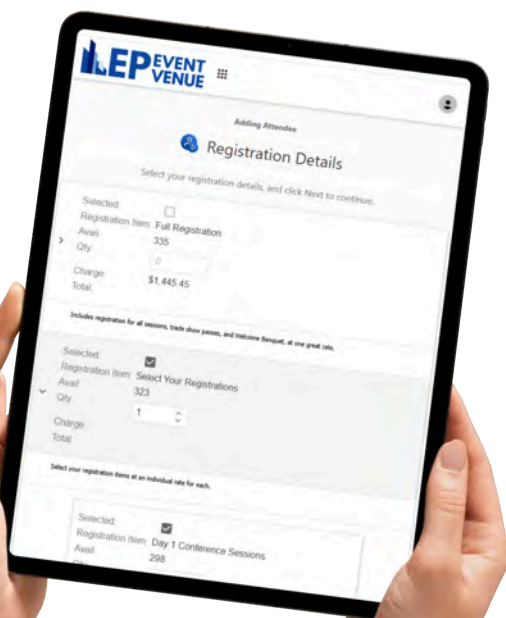

Floor Plans

Create **professional** floor plans with EventPro's Floor Plan Designer to help **visualize** event layouts and communicate expectations.

Online Registrations

Registering event attendees is no longer a time-consuming chore with EventPro's **online** integrated **registration** tool! With easy-to-create **customized** registration forms, your attendees can select functions, choose accommodations, buy merchandise, register guests, and even **pay** on the spot – **all online**. Make registration faster, easier, and more **convenient** for everyone – especially yourself!

The Features You Need

Here's just a partial list of powerful features you'll come to rely on with EventPro!

- shared booking calendar
- booking wizard
- event templates & event copy
- event detail organization
- resource & inventory management
- catering & beverage management
- staffing management
- resource packages
- flexible invoicing options
- mail merge & letter templates
- floor plans & layouts
- automatic room rates
- tasks with automated reminders
- integrated finance
- event budgets
- invoice data export
- dashboards & KPI
- on-site lodging management

- integrated, detailed reporting
- customizable reports
- CRM (customer relationship management)
- supplier management
- sales & leads management
- attendee management
- customizable registration packages
- flexible registration fee structure
- table & seating arrangements
- attendee travel & accommodations
- function itineraries
- speaker assignments
- exhibitor registrations & booths
- online bookings & requests
- online registrations & payments
- online calendar publish & sync
- automated email & SMS notifications
- electronic signatures

Remember - EventPro's **flexible** design allows you to choose the **optional modules** you need.

There are **even more** features in EventPro... but instead of describing them, we think that **seeing is believing**. That's why we offer a free **no-obligation online demonstration** of EventPro, personalized for your specific requirements to make the best use of your time.

"Most used tool in our tool belt"

EventPro has been a great addition to our office. Besides the ease of booking an event in the computer, it has allowed us to effortlessly filter for certain events, run reports, pull emails for marketing blasts and see what our sales are looking like for future months. EventPro is, by far, the most used tool in our tool belt.
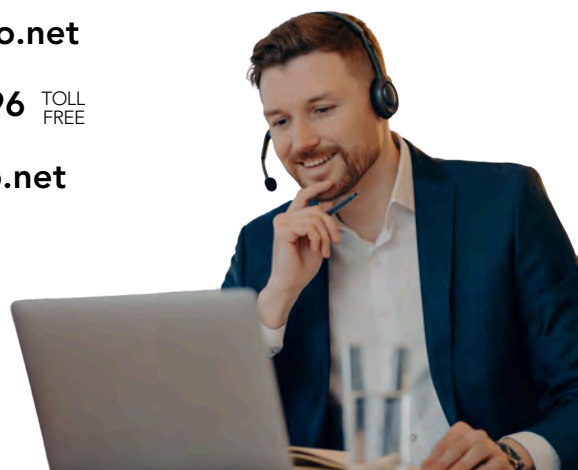
- Jennifer R., Longaberger Alumni House

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Why Choose EventPro Software?

Experienced

We aren't new to the software world! You get the benefit of our 40+ years of experience in developing, implementing, and supporting management software.

Reliable

We focus on retaining second-to-none staff, instead of outsourcing to strangers. At our company, we have a number of people employed with PSI for 20+ years, so you'll get to know your EventPro team very well.

Understanding

We work closely with our valued, long-term clients to create feature-rich, user-friendly software that event professionals need.

Responsive

Your feedback counts! Software enhancements and new features are developed in direct response to our clients' needs.

> Over the years I have been incredibly pleased with the responsiveness and helpfulness of customer support.
>
> - Michael, UBC Robson Square

Development-Focused

We don't push out flashy buzzword-driven products just for the sake of having something "new." We're a development-focused company right from the top – our President is also our Lead Developer – which means we are all about providing high-quality, useful, purpose-driven software.

Helpful

Need a hand? Our friendly Support experts are here to help you get the most out of your software. Our dedicated, in-house Support team works right alongside sales, training, development, and administration - one united team committed to continuity of service.

> The support team is hands down the best support team I have ever encountered.
>
> - Gráinne, Save The Bay

> Shout out to your support team. You guys are the best. Your team is extremely knowledgeable, courteous, customer-focused, and an absolute pleasure to work with.
>
> - Michael, Appleby College

> Support is amazing! They are super helpful and are always willing to help me learn how to manage our own systems.
>
> - Tanya, Goen South