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Edge Events Management Suite

Our place or yours? With the Edge Events Management Suite, you can leverage the benefits of our system generated forms and websites for your event registration and management needs. Or, if you prefer, use your own website and engage our POWERFUL APIs to push or pull data from your site to ours and still be able to take advantage of our event logistics management and email communications. Physical onsite events or virtual online events that incorporate everything from basic logistics to complex workflows can be handled with ease. We can even help you with your hybrid or blended events to allow a remote audience to participate in real time along with your onsite audience. Edge Events Management gives you control and lets you take advantage of BEST in class features for all of your events.

With the Edge Events Management Suite at your fingertips, you can produce the most professional and customized events ever. Whether your audience is multilingual, requires a unique registration path or should get special treatment with regards to pricing or attendance options, you can handle it all. Do you need to charge fees for attendance, offer custom session selection, packages, special inventory items, discounts via coupon codes or any other event related transactions? No problem, with the Edge Suite of solutions you can do it all.

How do you manage your email communications, newsletters, event invites and general announcements? EDGE MARKETING will help you easily manage all of these important audience communications. By tracking your messages and interactions with each and every member of your target audience, you can more successfully measure your marketing ROI.

Before or after your SUCCESSFUL event, you can use an EDGE SURVEY to gain more insight into the thoughts and opinions of your audience on your presentation content, event performance and value proposition.

- Follow Professional Event Management Best Practices to assure the success of your event.
- Customize your communications before, during and after to personalize the event experience for your target audiences.
- Leverage “the cloud” to gain the benefits of an enterprise class solution without the expense of in-house IT Management.
- Don’t stress about your logistics! Focus on your attendees and leave the backend set up and planning to our Event Management Professionals.

Feature	Edge Events	Edge Events Pro
Agenda - Multiple Session Management		✓
Agenda - Package Management for Multi-session and Time sensitive Offerings		✓
Agenda - Physical Event Details		✓
Agenda - Session Display & Column Title Controls		✓
Agenda - Session level Adobe Connect Integration		✓
Agenda - Session level File Management		✓
Agenda - Session level SmartLinks Redirect Linking		✓
Agenda - Session Time & Availability Management		✓
Audience - Advance Database Management		✓
Audience - Guest Registration		✓
Audience - Multiple Audience Management		✓
Audience - Personalized Target-based Emails		✓
Audience - Private Registration Paths		✓
Audience - Registrant Security and Source Tracking		✓
Audience - Registration Agreements		✓
Audience - Registration Questions		✓
Audience - RSVP Registration		✓
Communications - Advanced Email Management (Rules for Session, Attendance Status, Target Audience, Training Certificates, Payment Type)		✓
Communications - Customizable and Templated Emails	✓	✓
Communications - Email .ics calendaring	✓	✓
Communications - Email as a PDF	✓	✓
Communications - Email Dynamic Agenda Builder, HTML & PDF, CSS branding	✓	✓
Communications - Event Resource Websites		✓
Communications - Email Scheduler	✓	✓
Communications - Twitter Integration		✓
Contact Management – Registration, Marketing and Activity Tracking	✓	✓

Feature	Edge Events	Edge Events Pro
CRM – Salesforce.com Contact creation and Activity Synch	✔	✔
CRM – Salesforce.com Lead Generation Integration	✔	✔
Integrations - Adobe Connect Meetings & Training Email Certificate of Completion Integration		✔
Integrations - Adobe Connect Meetings & Training Integration (Guest and Authenticated Access)	✔	✔
Management - Bulk Registrant Upload-event and multiple session		✔
Management - Email Alerts		✔
Management - Event Reports & Email Management	✔	✔
Management - File Management		✔
Management - Registrant Session Transfers and Copies		✔
Management - Registrant Status Management		✔
Management - Session & Package Capacity Management		✔
Management - Travel Agenda Details		✔
Registration – Payment Processing	✔	✔
Registration - Single Sign On, Pass through URLs, Registration Path Codes	✔	✔
Registration - Customizable Registration Pages (HTML, CSS & Section headers)	✔	✔
Registration - Manual Attendance Management	✔	✔
Registration - Payment Processing w/Payment & Refund Policies	✔	✔
Registration - Registrant Self-Management		✔
Registration - Registration Form Field Customization with CSV select	✔	✔
Security & Attendance Management – SmartLink Redirect Technology and Tracking	✔	✔
Security & Status Management - Blacklist, Whitelist & Greylist		✔
Web Services/API - Advanced Integrations and data processing	✔	✔
Xtras - Individual Product/Item/Inventory Sales		✔