Building a Business Case for Event-Tech in Your Organization

Justin Panzer

Eventuosity, Founder & CEO

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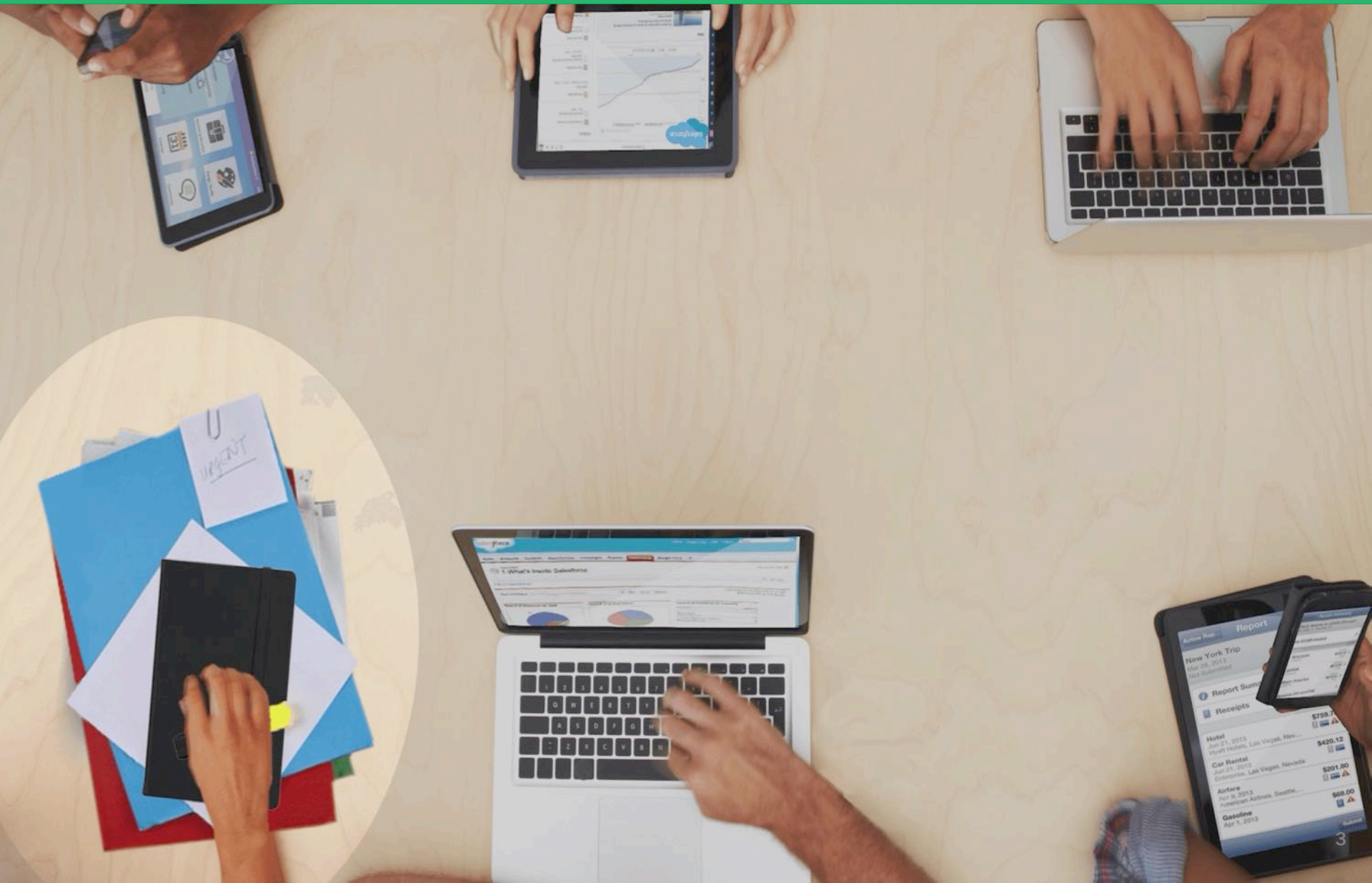
Upgrading The Events Process

Adoption & Implementation Challenges



Gaps In The Events Process

Today's Planning "Systems"

Measuring Event Tech's Impact

EFFICIENCY
Speed
Quality
Costs

MEDIA
IDEA
BUSINESS
POSTER
ORGANIZATION
GOAL
ONLINE
PROMOTION
SALES
BRANDING
MARKETING
STRATEGY
PROFIT
PEOPLE
BRAND
BUDGET
COMMUNICATION
CAMPAIGN
CUSTOMERS
SUCCESS
SOLUTION
CONCEPT
ADVERTISEMENT
RESEARCH

Goals
Support
Performance
Benchmark
Business Intelligence
Data
Analytics
Management

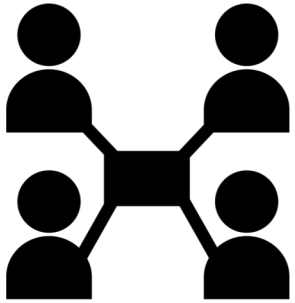
Summary: Benefits of Event Tech

Greater Efficiency

+

Deeper Business Intelligence

+



Smarter Collaboration

+

Improved Accuracy

=

Increased Event ROI

Event-Tech Implementation Guides

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