



# Press release

## REFTECH ANNOUNCES MEETING PLANNER'S TOOL AT IMEX

Specialist badging and registration supplier, RefTech, will announce a new meeting planner's tool at IMEX. The new product is called EventReference-CRM and combines the power of Microsoft's Dynamic CRM customer relationship management system with RefTech's own suite of meeting management tools. The result is the most powerful integrated system available to give meeting planners more direct control over the organisation of their meetings. The cost is expected to be £75.00 per user licence per month for a fully hosted solution with no additional per delegate registration costs.

One of the major advantages of EventReference-CRM is that it is integrated with a powerful Microsoft product that has tremendous advantages right across a business. So databases relating to meeting attendees can be part of a single database covering a whole organisation. For example, an association no longer needs to maintain a congress database separate to its member database.

It can all be part of Microsoft Dynamics CRM which is a dedicated system that can work within Microsoft Outlook. It provides a complete view of customer contacts, sales opportunities, buying patterns and all the other information needed to run an organisation. In addition it can be used to manage communications programmes and marketing campaigns.

RefTech, along with Microsoft Gold Certified Partner The CRM Business ([www.thecrmbusiness.com](http://www.thecrmbusiness.com)), has developed its proven EventReference tool to provide an integrated event management module for Microsoft Dynamics CRM. It enables a planner to create a new event, define where it is going to be held, which rooms are to be in use, who is to be invited, the timetable for the event and all the other vital details.

It can be linked seamlessly to RefTech's successful badging systems and can then be used to track and analyse attendance at events and at breakout sessions within events.

The system can be used to create a promotional and registration website which can include payment options. The link between the program and the website means that all registrations are fed back into the Microsoft Dynamics CRM system automatically. As a result, the meetings planner has all the up to date information about who has registered for what available immediately.

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The campaign planning module enables the planner to send out emailed updates, joining instructions and, after the event, follow up information.

Contacts listed within the Microsoft Dynamics CRM system can be classified in whatever way the planner requires and that classification can be used for marketing purposes. So the planner can identify contacts who have attended previous sessions covering a specific topic and include them in the marketing campaign for a session that takes the subject to the next level.

Managing director of The CRM Business, Roger Collins, said, 'Microsoft Dynamics CRM is already recognised as providing a major advantage to many organisations. Microsoft itself has already recognised the importance of the meetings industry by introducing its own simplified meeting planner's module for their Dynamics CRM program. But the work that we've done with RefTech takes Dynamics CRM to a completely new level within the meetings industry.'

Managing director of RefTech, Simon Clayton, said, 'We have been using the Microsoft Dynamics CRM system within our own business for some time and have found the quality of the information that it can provide is outstanding. By applying our knowledge of the meetings industry to the creation of the new module I believe that we have created a tool that will be absolutely indispensable to event planners'.

The EventReference-CRM tool will be demonstrated by RefTech on stand B602 at IMEX.

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