

Successful and profitable event management involves many skills including the ability to maximise room occupation, good communication with both customer and staff and constant attention to detail.

Sensibleevents is a flexible and comprehensive system for managing, planning and organising all types of events including conferences, banquets, parties, seminars and exhibitions. It has been designed for busy banqueting and conference managers and their staff and aims to help achieve the following:

- **Maximise venue usage and profitability**
- **Reduce duplication and improve communication with customer**
- **Improve marketing opportunities**
- **Improve communication between staff members**
- **Simplify attention to detail**
- **Reduce mistakes and errors, thus improving customer satisfaction**

Customer and contact management

- Customer contact information can be captured at any stage including enquiry stage
- Enquiries can generate automatic follow up reminders
- The customer database is available for future marketing

Event and locations management

- Designed to offer maximum flexibility
- User definable defaults can be used to avoid repetitive typing
- Event details can be added as the reservation progresses
- Regular reservations able to be copied automatically
- Automatic reminders can be set and directed to specific staff members
- Automatic deposit and reservation status handling

Staff and equipment management

- Records of venue owned equipment and services availability and charging price
- Records of bought in equipment and services and suppliers
- Staff records, availability and event allocation

Billing

- Automatic deposit handling
- Optional pro-forma and final billing facilities
- Cost centre breakdown

Reports and queries

- Comprehensive reporting in all areas of the system
- User definable reporting available
- Query facilities provide marketing information i.e. business mix, enquiries, cost centre revenue allocation, etc.

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