Hitachi Solutions

DYNAMICS 365 FOR EVENT MANAGEMENT

Hitachi's Solution for Event Management is a powerful end-to-end campaign management tool that provides a single solution platform which enables the event organizers/ customers to submit event request via portal and the internal marketing teams of the organization to plan & execute the event, effectively. Hitachi Solution's Event Management solutions exclusively includes unified event view, an event calendar for quick event-premise availability check, organizer's event request processing, capture payment, planning event at the lowest level of activities to be performed and track completion of them with internal teams' accountability.

Key functionalities of Hitachi's Event Management Solutions:

- ✓ Interactive Event calendar for booking based on information like availability, capacity, type, etc.
- ✓ Event Facility space mapping
- ✓ Detailed event scripting functionality
- ✓ Portals to capturing registration & attendance during the event
- ✓ Event/ facility Performance analysis

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.

- It starts with **core technologies** integrated with Microsoft Dynamics ERP/CRM so you can get up and run quickly.
- We extend that with our **consistent investment** in the product that gives you cutting-edge technology developed with both B2B and B2C in mind.
- Finally, we deliver a **robust solution** to provide the functionality you need, so you can focus on your unique strengths, not on basic technology

Event Request Booking & Management

Promotional campaigns addressing event organizers
- Segmentation of organizers/ customers
- Multi-channel campaign - planning & execution
- **Monitor campaign budget and expenses**
- **Define campaign milestones**
- Distribute Email/ SMS with '**Event Request submission**' page's link

Event Request Submission by organizers
- Event requirement submission by Organizers
- Registration of interested organizers details for future communications
- Registration of 'Event Booking Request' details, such as Event type, timeline, expected no of attendees and additional services required
- **Send acknowledgement email** on successful Event request booking

Smarter Event Booking Request Processing

- Stage by Stage **Business Process** for the system users for **Booking Request processing**
- **Categorization** of Event booking requests by type
- **Event Planner assignment mechanism** based on employee skill-sets and Event type
- **Validation** of Event booking requests
- Qualification of **Booking request** to **Prospect** in CRM

- **Soft-Booking of Event**:
  - ✓ System maps **Booking Request** under the newly created **Prospect**
  - ✓ Allocation of facility, human resources & equipment based on organizer's requirements
  - ✓ Capture detailed **Event requirements** for further Event planning

Prospective Event Organizer Management

- Defining Sales stages, on-board Sales team, auto creation & allocation of Sales Activity, generate Sales funnel
- Business Process and Workflow driven prospect follow up and Sales-Team management
- Defining Event pricing and allocate service packages as per the event requirements
- Create and manage Sales quotations with multiple versions, capture organizers approval on quotation
- Sales Order management and confirmation of Facility and Resource allocation
- Collaboration with ERP system, capture Invoice & payment information in Dynamics 365 & Sign Contract with Organizer

Efficient Event Management

- **Organizer's Event Planning & Approval**
  - Creation of Event Plan and defining Event activities (event milestones), Defining sub-activities under event activities, Creation of Work Orders for Event activities
  - Intelligent scheduler to assign available facilities and best fit resources
- **Capture Purchase Quote & Order in system**
  - Request vendor for event activity, Creation and approval of Purchase quotation with multiple versions
  - Capture Purchase order details and map selected vendor for the event activity
- **Marketing initiatives and promotions for the event**
  - Multi-channel communication to address interested event attendees
  - **Configuration tool** to create **Event Registration Page**.
  - Publishing **Registration Page** as Social Media post. Capturing of **'Like'** & **'Share'** of Social Media posts as prospective attendees.
  - Publishing Registration page's URL in corporate website
  - Distribution of **Event Registration Page's URL** via SMS/ email and capture registration details as prospective attendees
- **Execution of Event**
  - **Provide mobile capability** among resources to update **real-time Event activity execution status**
  - Capture event visitors' attendances and track feedbacks, share list of event visitors with event organizer
- **Event Dashboard & Performance report**

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