



event director
event software solutions



IMAGINE SOPHISTICATED BUT SIMPLE SOFTWARE

written specifically for professionals like you.



EVENTDIRECTOR LISTENS TO ITS CLIENTS AND **RESPONDS –**

our continual drive to improve keeps our software working just the way event directors like it.

IMAGINE hassle-free athlete management.

- Eliminating up to 75% of your back-office administration
- Calculating age groups and assigning race numbers to every competitor – automatically
- Uploading hundreds of hard copy entries in seconds
- Sending confirmation emails and updating your email address book – automatically

IMAGINE driving up your numbers through improved communication and service.

- Accessing updated email databases
- Offering a stand-alone store to maximise merchandise sales
- Publishing your results professionally
- Delivering free downloadable finisher certificates

IMAGINE keeping tabs on your business at all times.

- Banking entry fees every day – automatically
- Paying up to 4% less for Visa transactions – and saving thousands of dollars
- Accessing trend analysis year on year
- Seeing instant cash-flow reports
- Managing sponsor logos at the click of a button

IMAGINE having it all one place.



EVERYTHING IN ONE PLACE

Anytime, anywhere, with just one login, you can access **eventdirector** via your browser.

- Manage **athlete registrations**
- Edit your **website** content
- Run your **online merchandising store**
 - Send **group emails**
 - Publish **results**
- Direct your **finances**
- Review your event's **real-time performance**
- Operate with confidence in **eventdirector's secure online environment** – keeping your data backed up and ready to go

Manage every aspect of your race from just one place – just log on to see, at a glance, critical information such as your entry tally, a list of your latest email campaigns, cash-flow reports and how many hits you've had on your website.

eventdirector puts it all at your fingertips – a round the clock and a round the world. eventdirector puts you in control.

IT ALL ADDS UP – IN YOUR FAVOUR

Cash is the crunch for any event – **eventdirector's** money management may be its most attractive feature.

We connect to Visa/Mastercard and all other major credit cards, PayPal and internet banking – giving you more and more opportunities for instant, secure, online payment. You won't want to use it, but our refund system is just as simple.

What's more, **you will enjoy credit card merchant fees at 2%, sometimes less.**

Major players in the market are currently charging almost 7%. This 4-5% difference, over the lifetime of an event, equates to **thousands of dollars worth of savings.**

Every event director wants to know right now how their event is doing financially. Not only do we keep your costs low, we let you know **in real time** where your finances stand.

eventdirector banks your money into your account, everyday.

“ Everything in one place is genius.”
Nick Munting – Capricorn Half Ironman

“ Our merchant fees are \$11,000 cheaper than Active's.”
Pete Halligan – Forest Estate Graperide

REGISTRATION MADE EASY

Keeping track of competitors, handling team entries, coordinating registration details, assigning race numbers, taking payments, handing out athlete race packs – all a time-consuming back room hassle?

Not any more, thanks to **eventdirector**.

This ground-breaking tool offers a host of super-specialized processing features that no other registration software provides.

When someone signs up for your event online, eventdirector will:

- Auto-calculate their age group
- Auto-assign a race number
- Send online payment direct to your bank account
- Send the athlete confirmation and an eTicket
- Handle refunds at your direction – and more!

Still using paper? **Bulk upload paper entries** directly into the database for auto-processing by **eventdirector**.

Got hour-long queues at pre-race registration? **eTickets make race-pack pick-up quick, easy and efficient.**

eventdirector delivers a fast, efficient and foolproof registration system that leaves absolutely nothing to chance – and keeps your administration costs as low as they can go.

“ The software does everything: assigns age groups and race numbers; the website instantly updates confirmations; I get my money banked daily; and it’s thousands of dollars cheaper than other registration companies. ”

Cameron Hart - Gold Coast Marathon

YOUR SLICK WEBSITE

Your website is your face to your athletes, sponsors and potential entrants.

Right now our customers enjoy a host of enhanced features as part of the eventdirector service. These include:

- Free website for your event
- Free design and build services
- Free annual hosting
- Free contact forms
- Free broadcast emails and email collation services
- Free publishing of results
- Free certificate pdfs for finishers
- Free **stand-alone online store** – boosting your revenue

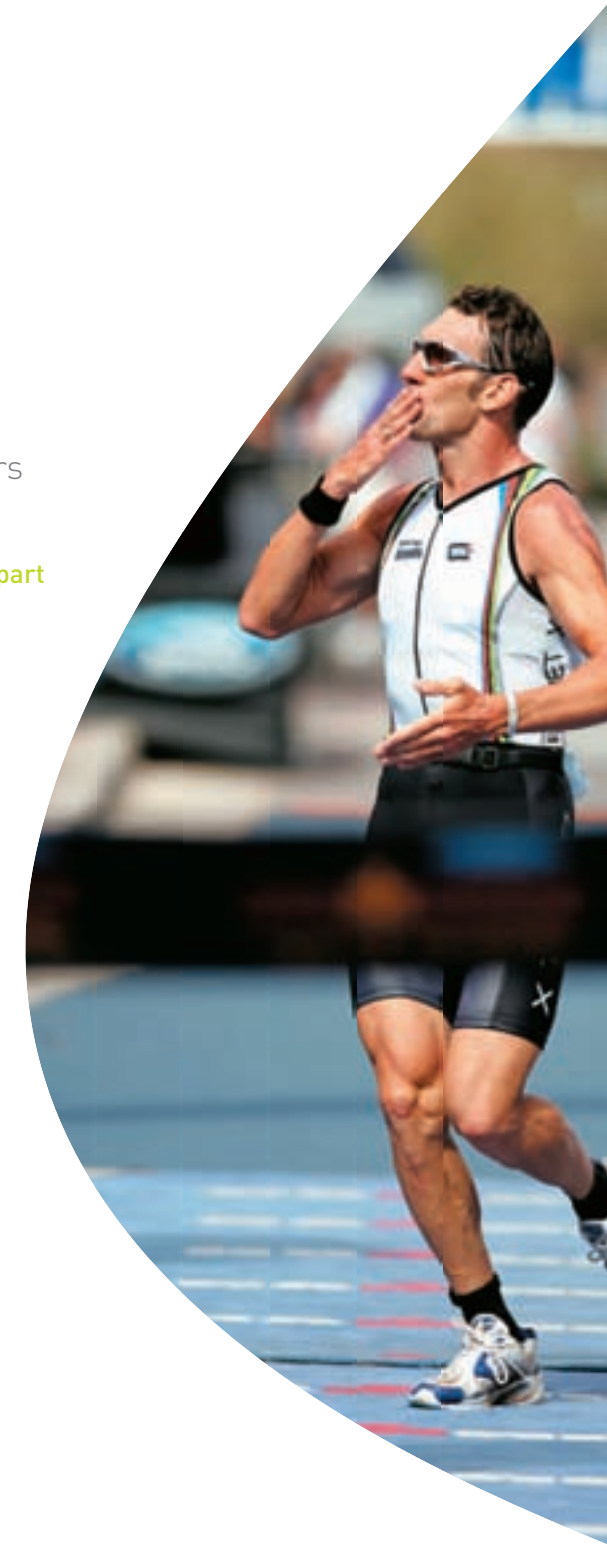
Our developers had one thing in mind when creating this software, and that was to keep it clean, clear and simple to manage.

You can edit your website any time you like, keeping your audience engaged and informed, capturing new entrants, and pulling in online shoppers.

eventdirector puts your website first for you.

“ This software is revolutionary. I don’t know why someone didn’t think of it before.”

Nick Munting - Capricorn Half Ironman





EASY EMAIL – GREAT COMMUNICATION

Email is your number one interactive marketing tool.

The **eventdirector** email module is the best in its class, integrated right across the software, meeting all your communication needs.

eventdirector enables you to design great-looking email newsletters, complete with event and sponsor logos.

eventdirector allows you to manipulate address lists anyway you want:

- Create multiple databases to cover all your events or specific events
- Send emails to every competitor, to multiple lists or to selected lists
 - Target communication to dedicated contacts, such as sponsors, teams, pro competitors – or simply business contacts
 - Create a master database for blanket communication
- All communication is entirely third-party advertising free

eventdirector's simple but powerful, interactive database opens up real marketing possibilities – and great communication means satisfied entrants, satisfied sponsors and bigger, better, events.

“There is simply no better software on the market, end of story.”

Lisa Kennedy – event manager, Fairfax Events

CLASSY RESULTS WITH NO THIRD-PARTY ADVERTISING

It is your event, not ours.

We never sell third-party ads on your site – your sponsors will never compete against a third-party advertiser on any **eventdirector** material.

Your display results will be best in class.

Our FREE results module gives you:

- Downloadable PDF finisher certificates
 - Searchable by event and division
 - Fun and interactive
- Easy upload from a spreadsheet
- Manage and edit results online
 - No third-party advertising

WHAT OUR EVENT ORGANISERS SAY

eventdirector developers are continually anticipating the needs of our clients – **BIG** and small – and taking their feedback on board. No wonder they like it.

“ This software is revolutionary. I don’t know why someone didn’t think of it before. Everything in one place is genius. ”

Nick Munting – Capricorn Half Ironman

“ Since we converted our website and registrations to **eventdirector**, our entries have skyrocketed to almost 25,000 registrations. We do an amazing 96% of all registrations online. We bulk upload the paper entries. The software does everything: assigns age groups and race numbers; the website instantly updates confirmations; I get my money banked daily; and it’s thousands of dollars cheaper than other registration companies. Nothing gets close to **eventdirector**. ”

Cameron Hart – Gold Coast Marathon

“ Our event, The Graperide, sells out every year. We take 2,500 registrations and pay just 1.95% to Visa. The **eventdirector** model is almost \$11,000 cheaper than active.com, just on merchant fees alone. We are saving everywhere else: we got massively discounted websites and online stores. This software is not just online registration. ”

Pete Halligan – Forest Estate Graperide

THE WORLD’S BIGGEST EVENT

eventdirector is the engine driving the Sun-Herald City2Surf in Sydney, Australia. With 80,000 entrants, this iconic race from Hyde Park to Bondi Beach is the largest running event in the world.

eventdirector provided a turnkey solution, including;

- Instant allocation of bib numbers across six different start groups
- Dedicated secure login system for corporate teams to manage their own entrants
- Bulk upload of hundreds of hard-copy entries by spreadsheet
- Sponsor click-tracking and website visitor reporting in real-time

“ There is simply no better software on the market, end of story. We trialed **eventdirector** at the Sydney Half Marathon (10,500 registrations) and it proved so successful, we chose it for the Sun-Herald City2Surf. This amazing software can manage 80,000 registrations without breaking a sweat. We cannot recommend it highly enough. ”

Lisa Dowsett – Event Manager,
Sun-Herald City2Surf





event director
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eventdirector Americas

e americas@eventdirector.net

t +1 (707) 709 8845

w www.eventdirector.net

eventdirector Europe

e europe@eventdirector.net

t +44 (20) 8144 4124

w www.eventdirector.net

eventdirector Asia-Pacific

e asia-pacific@eventdirector.net

t +64 (9) 889 0455

w www.eventdirector.net