Brillevents
BRILLIANT EVENT UTILITIES

A customizable web-based tool for events, surveys, groups, and data management.

Brillevents is an excellent tool for automating processes and tasks associated with events, group outings, surveys, memberships and data collection and management. It is available without user fees or subscriptions wherever there is Internet access. The program is different than alternatives because most have subscriptions and per user fees. This program was built with the user and the company in mind by allowing you to take the Brillevents framework and customize it to your specific needs if it does not do things you want it to do.

Brillevents can manage events and outings of all kinds while allowing each one to be different from the next. By simplifying the event and group management process, you can focus your time on strategic decisions and more mission-critical items rather than simple but necessary tasks.

Specifically, Brillevents will:

- Automate registration, group tickets and survey information with a unique web address for each group or use;
- Dynamically set-up and process payments for tickets, packages, food, t-shirts, and whatever else you want;
- Take burdens off a company or group leader because they will not have to collect payment and issue tickets to their group;
- Customize packages from group to group, event to event, need to need;
- Centralize and provide permanent history for all of your past groups and surveys;
- Allow you to do online surveys for anyone you want to survey with unique URLs;
- Customize sign up pages for surveys, sponsors, groups, and others without needing a programmer;
- Handle concourse vendor registrations (as long as you have Internet access);
- Allow you to sell sponsorships for registration web pages with links to the sponsor.

The best part about Brillevents is the advantages it provides to your organization. Each company is slightly different based on their culture. You have different strengths, weaknesses, and needs. Brillevents can pick up where you leave off. It will manage as many surveys, groups, vendors, sponsors, or events as you need it to any time. Here is just a sample of what you can expect to gain by using Brillevents:

- Save time managing group ticket process and tracking.
- Brillevents is always working for you because it is always open for tickets, sales, surveys, etc., just like a web page. While you go home usually by 6:00 pm, Brillevents allows for 24/7 ticket sales for groups and special events.

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- It does all the work associated with groups, outings, and surveys so you or the company/organization doesn't have to.

- It helps you sell MORE tickets and fill seats and tables.

- Increase the willingness of companies and organizations to have an event because you make it so easy for them.

- Make more money by making more sponsorship opportunities available.

- Gather valuable data and e-mail addresses from all of your fans, customers and prospects.

- Provide data that you have rarely had access to before.

- Brillevents helps you work smarter and more efficiently.

- You can track who is registering with sponsors on the concourse and provide an electronic list for their use (no re-typing of leads).

- You'll be open 24/7 for group sales, surveys, sponsorships, and all things associated with these types of events.

- Track data, trends, and likes by what people are coming to and what sponsors they are visiting.

- Make registration easy so people only have to do it once – for everything and it will remember you.

- Help service your visitors, fans, and vendors better, more efficiently, and more effectively.

- Help to keep things consistent from season to season and year to year as well as provide permanent historical data for any event, corporation, person, etc.

In general, Brillevents will help you learn a lot about your fans, members, attendees, and effectiveness to be able to adjust your marketing and sales efforts, maximize ROI for sponsors and your organization, and provide more touch points with everyone you want. In a competitive marketplace where service counts, you want to make sure your constituents know you are paying attention to their wants, needs, and interests. Brillevents is the way to do that.

Get on the path to greater success for managing your groups and events, and watch your efficiency increase, ROI increase, and your effectiveness soar. Brillevents is the tool to help you make all of that happen.

Pricing Options:

This program can reside on your domain (with certain hosting requirements) or we can host it for you on its own domain like www.yourgroups.com. You are not required to have e-commerce integration nor member management tools, but most organizations choose them (unless they are very small or non-profit).

The cost for all features and functions with payment processing through your merchant provider, membership management, and vendor login for certain registrations is one-time $2,995 with two webinar training sessions and PDF user guides. The monthly fees are $250 for the basic package; add $50/month (plus $500 set-up fee) for the member module and/or $100/month (plus $750 set-up fee) for e-commerce integration. Unique customization for your needs is quoted on a time-and-materials basis. We look forward to discussing your needs.

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