

# BrightFORUM

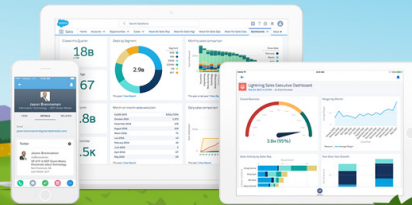
The only industry-tailored events management tool designed for Salesforce users.

Built on the Salesforce platform, BrightForum allows you to manage every aspect of your events in one place, connecting data from events with your leads and contacts.

Manage any kind of event in BrightForum: virtual or physical - and from small forum, large event to major conference.



**FOR ANY EVENT,  
BRIGHTFORUM MAKES  
EVENTS MANAGEMENT  
EASY.**



## A sector-specific solution

We at BrightGen understand that every market has different needs. Combining our experience and collaboration with our customers, we develop sector-specific Salesforce solutions.

From using the right language through to personalisation, the specific fields for data capture in BrightForum relate to your sector. This simplifies both the employee and customer booking experience.

## Understanding your needs

Managing events is made easy, before, during and after your event, placing the event attendee at the centre.

We further customise and enhance BrightForum to meet your precise needs.

## Integrate events into your processes

By automatically aligning your event attendee to Salesforce data, you can progress interest from your events and build a richer profile of your customers.

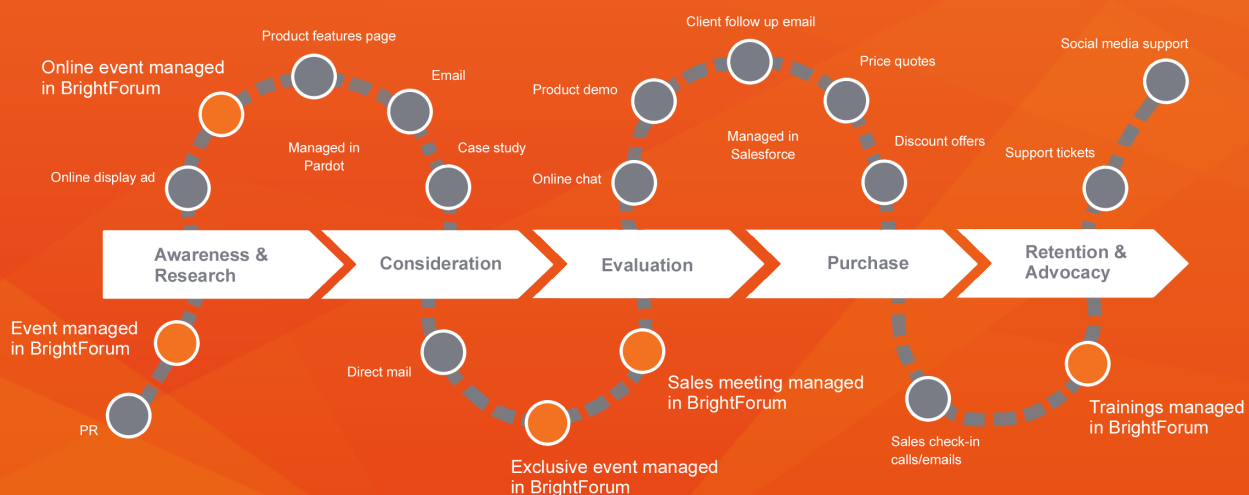
Event data runs seamlessly into your marketing software to keep customers engaged throughout their journey with you.

# Key benefits of using BrightForum

- **Simplify events management**  
Manage all of your events in one place and make data capture relevant to your specific needs. Your data is collected directly in Salesforce so everything is integrated.
- **Evaluate ROI**  
Track all revenue and spend in one place. Measure engagement levels, attendance and other key metrics to enable an effective ROI calculation.
- **Improve cross-selling at booking**  
Offer multiple ticket types in a single event, including add-ons that can only be purchased with another item.
- **Increase revenue**  
Enable waitlisting to allow attendees to join a "returned tickets" queue for a sold-out event.
- **Improve lead management**  
Map attendees to leads, contacts or custom objects, streamlining integration with standard CRM processes within Salesforce. Track events within Campaigns, as part of a wider marketing process.
- **Enhance customer experience**  
Speed up Salesforce community creation with pre-built components. Allow attendees to select event-specific options, such as dietary preferences. Allow attendees to book on behalf of someone else.
- **Manage people**  
Event teams allow speakers, support staff and organisers to be easily identified and managed in line with their more specific needs.

## Create powerful customer journeys

BrightForum enables you to connect the key touchpoints along the customer journey, from learning about your company through to encouraging customers to become advocates for your brand. BrightForum is built on the Salesforce platform, so all of your data is kept in one place, making your Salesforce integration simple.



01376 520 578



info@brightgen.com



brightgen.com

