

 G-CLOUD 15

Service description

Eventsforce



“The Eventsforce onboarding team worked very closely with us in developing a system that met our security standards and allowed us to effectively manage all the different types of events we run globally. Our registration sites can also be supported in 30-plus languages too.”

The British Council

Introduction to Eventsforce (a Granicus Company)

Eventsforce provides SaaS event management software that powers thousands of successful events each year. Its customers span 14 different countries and represent some of the leading names in associations, PCOs, finance, education, government, and publishing.

Whether you're running simple events, awards ceremonies, or full-scale digital conferences, the Eventsforce next-generation event management platform provides organisations with the flexibility they need to run virtual, in-person and hybrid events - from registration and group ticketing tools to a virtual event platform with mobile apps, as well as call for papers, networking, abstracts, and contactless check-in.



99%

customer
satisfaction
rating



2 mins

average
response time
for customer
support



93%

average
customer
retention



86,000+

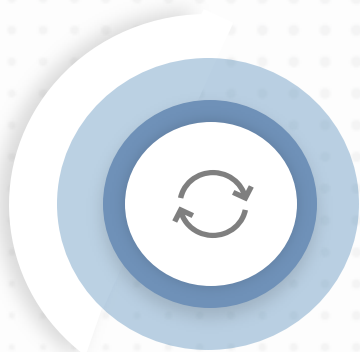
events since
2008

Eventsforce

Take your events to the next level with the most trusted tools in the industry.

Established event-tech, by planners for planners, Eventsforce is an easy-to-use web-based solution covering every aspect of the event management lifecycle. From big events to small occasions, Eventsforce supports you in designing meaningful, memorable events.

Your mission is to deliver successful events. Our mission is to support you every step of the way.



Manage all your events on one platform

True multi-event platform integrates all your events, mobile apps and existing systems.



Build your own web and mobile solutions

A complete, flexible, and customisable solution to meet your business needs.



Onboarding and training

Start your journey with our dedicated onboarding team to agree on your event objectives.

Take Control Of Your Events with a Fully Integrated Platform

Eventsforce is the go-to event management platform that empowers you to launch events quickly and effortlessly, all while delivering a smooth, memorable experience for your attendees. Designed with ease of use in mind, our web-based solution covers every facet of event management from planning and registration to marketing, communications, and in-depth reporting. Discover how Eventsforce can simplify your workload and elevate every event you run.



Eventsforce Solutions



Registration

One integrated solution that lets you transform the registration experience, manage groups and invites with ease, speed up event check-in, and track session attendance.



Awards

A dedicated solution for designing, building, and managing external award events, peer reviews, and internal employee recognition schemes, all from one web-based system.



Abstracts

Powerful abstracts management software for associations and conference organisers. Abstracts, registrations and sessions in one convenient, accessible place.



Virtual Solutions

This element combines registration management, live content delivery, networking, and the ability to build lasting relationships with your delegates online.

Eventsforce Solutions



Hybrid

One event, two experiences, one platform! Reach out to more people, blend virtual and on-site experiences, and manage all your event attendees on one platform.



Mobile Apps

Engage, attract & connect by giving your users everything they need to drive attendee participation, build lasting relationships, and create memorable, meaningful, and valuable event experiences.



Attendance

Offer your attendees a quick and easy way to check-in to events and sessions using the Eventsforce Attendance mobile app. Say goodbye to desks and laptops and use iPhones/iPads to quickly mark off attendees on registration lists.



Check-In

Make your check-ins quick and easy with Contactless Check-In solution. Reduce crowds, speed up check-in times and improve the attendee experience.

Eventsforce Solutions



API Integration

Connect seamlessly to CRMs, finance systems, event apps and websites through secure, flexible APIs that sync data in real time, cut administration, improve accuracy and give teams instant access to the information they need.



Single-Sign On (SSO)

SSO lets your teams access event systems using your organisation's existing authentication, simplifying user management and protecting your data.



Web Templates for Events

Create fully branded event websites with custom templates designed by our in-house team to match your colours, fonts, layouts and logos, ensuring a consistent experience that reflects your organisation's identity.



Travel Planner

Give delegates a personalised, map-based travel planner offering tailored journey options with key details, accessibility info and CO₂ insights, improving their experience while supporting lower-emission travel and valuable data collection.

Eventsforce Solutions



Salesforce Integration

Eventsforce integrates seamlessly with Salesforce to synchronise invitation lists, update leads and contacts, and create new records in real time, ensuring accurate, automated data flow between your event programmes and your CRM.



Table Booking

Eventsforce table bookings let organisers effortlessly manage seated events by allowing delegates to be assigned tables and seats, ensuring a smooth, accurate and personalised event experience.



Onsite Kiosk

Eventsforce on-site kiosks provide fast, self-service check-in and badge printing via simple name search or QR code scan, helping events reduce queues, improve attendee experience, and capture real-time attendance data



Payment Gateways

Eventsforce supports quick, secure payment processing by integrating with major payment gateways such as Sage Pay, Worldpay, PayPal, Stripe and many others, giving organisers flexible, compliant options for taking online card payments.

Eventsforce Solutions



Email Marketing

Build targeted email campaigns, automate attendee and partner journeys and gain deeper insights.



Website Design & Development

Websites are purpose-built and designed around your specific goals, audiences and operational needs. We develop customised solutions built to perform reliably, integrate smoothly and support digital and commercial growth.

Additional Functionality:

- **Blog** - create rich, engaging posts with support for embedded content, moderation and guest blogging.
- **Dynamic Content** - present visitors with the most relevant version of a page based on who they are and how they interact with your site
- **A/B Testing** - tests different versions of pages, components or user journeys to understand which variations are most effective.
- **AudioEye (Accessibility Tool)** - empower visitors to customise their view of your site.
- **UGC** - source, manage and publish authentic, on-brand user-generated visuals across your website.
- **Digital Asset Management** - simplify your asset storage and delivery with AI-powered distribution and management of images and video, as well as effortless transformations and edits.

Eventsforce Digital Marketing Solutions

Redirects

An SEO strategist will meticulously map the URLs from your old site to the relevant URLs on the new site to help with optimisation and traffic retention.

Site Plan Preparation

Our optimisation specialists will work closely with your team to shape a site plan and navigation that clearly and concisely presents everything your organisation offers. We begin with a strong foundation of research into content, keywords, audience demographics and psychographics to understand how people search and what information they expect to find. This insight helps us identify any gaps and highlight new content that may be valuable to create.

Click Rate Optimisation (CRO)

Focus on enhancing user experience and engagement through targeted Conversion Rate Optimisation (CRO) testing. As evolving search behaviours and the rise of LLM-powered search tools influence traditional organic traffic patterns, it becomes increasingly important for organisations to ensure that the visitors who do reach their site are supported to take meaningful actions. This programme provides structured testing based on real user behaviour, helping teams understand how different design, content and interface choices influence engagement.

INITILISATION

Kickoff meeting to: • Understand context & goals • Confirm deliverables & timeline • Identify client points of contact for approvals and analysis delivery • Discuss initial CRO ideas	Once every 12 months, within 30 days of contract close
Reporting Template Creation	✓
Google Analytics Implementation - Initial	✓
Google Tag Manager Implementation and Setup - Initial	✓
Growthbook Setup	✓

TEST PROGRAMME

CRO test	Up to 1 per quarter
Test Report	Up to 1 per test
Status Call with analyst to review test recommendations and results	Up to 2 per quarter as requested

Event Management Experience Workshop

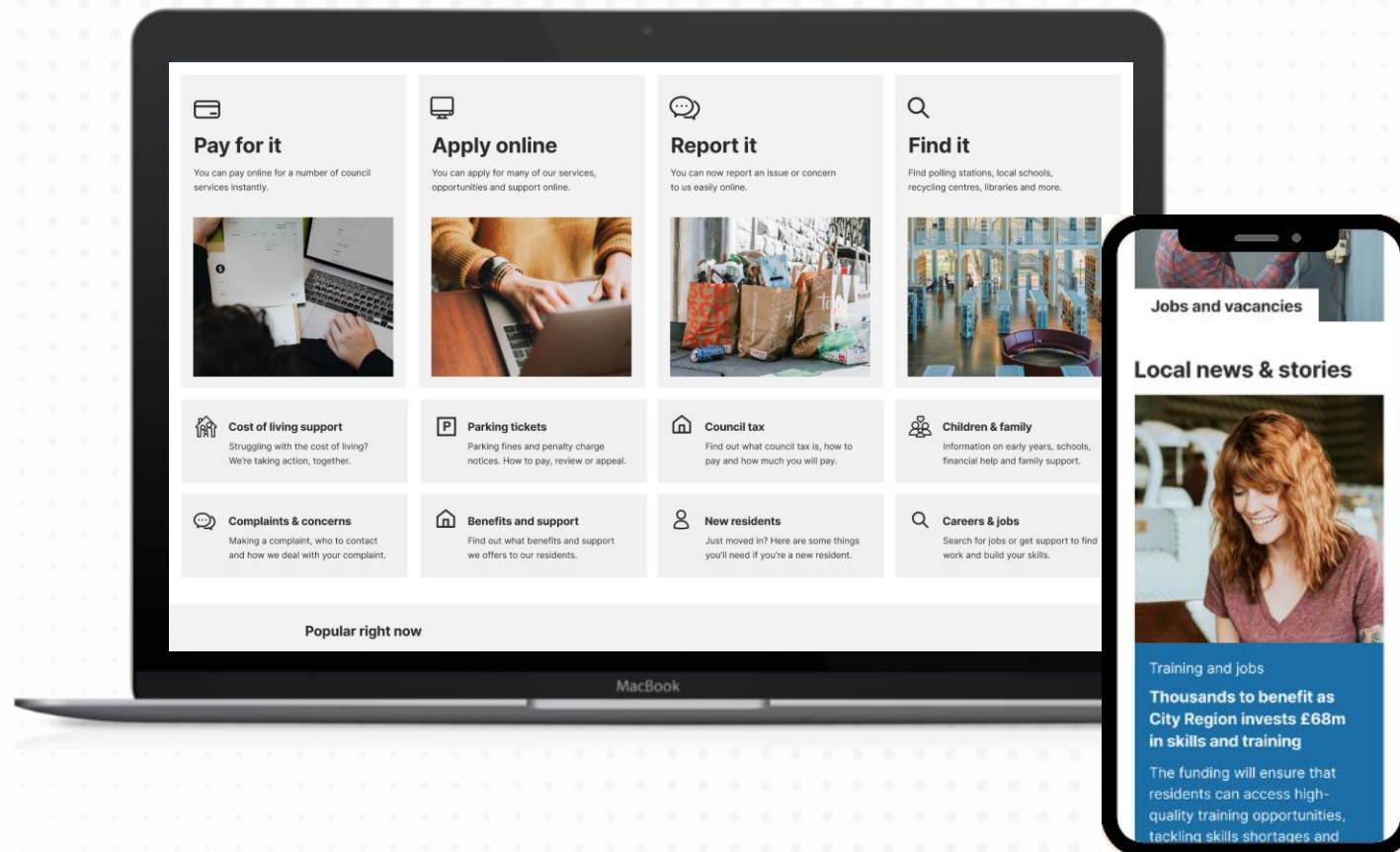
Successful digital initiatives require more than just the right technology. Organisations also need the right strategy and digital orientation. Eventforce's Experience workshops are designed to address each client's unique challenges and enable measurable progress towards achievable goals.

These workshops provide strategic insight, practical guidance, and collaborative problem-solving to help organisations deliver exceptional experiences for their audience.

Public Sector Websites & Content Management (CMS)

A CMS flexible enough for standard and advanced users, incorporating features uniquely designed to bring the best information and services to residents, businesses and organisations. Our CMS option is available to power websites and subsites, complementing your Service Request Management implementation.

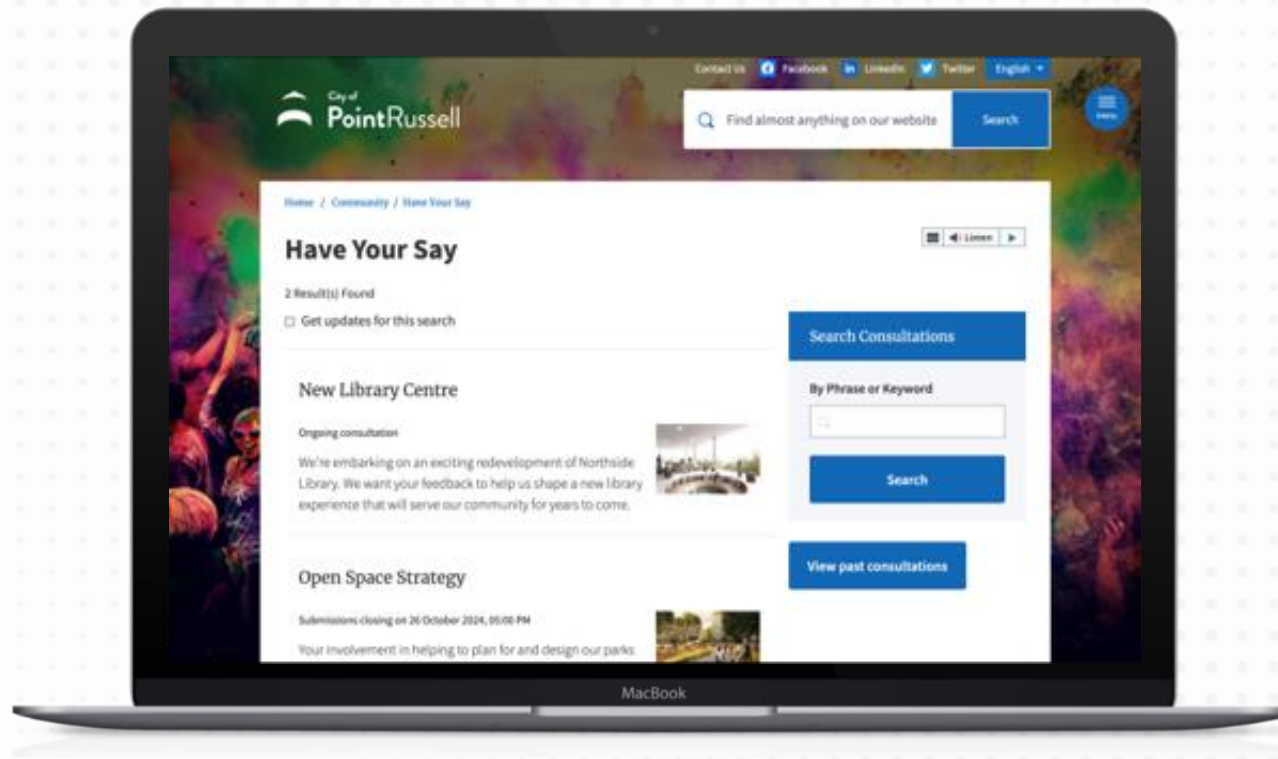
Please see our G-Cloud listing [Public Sector Websites & Content Management \(CMS\)](#) for further details and pricing options.



Sentiment & Feedback

Sentiment & Feedback fosters inclusive conversations in secure, interactive digital spaces, catering to diverse needs without sacrificing speed or accessibility. With it you can empower your audience to participate from anywhere and equip your team with data to power decision making.

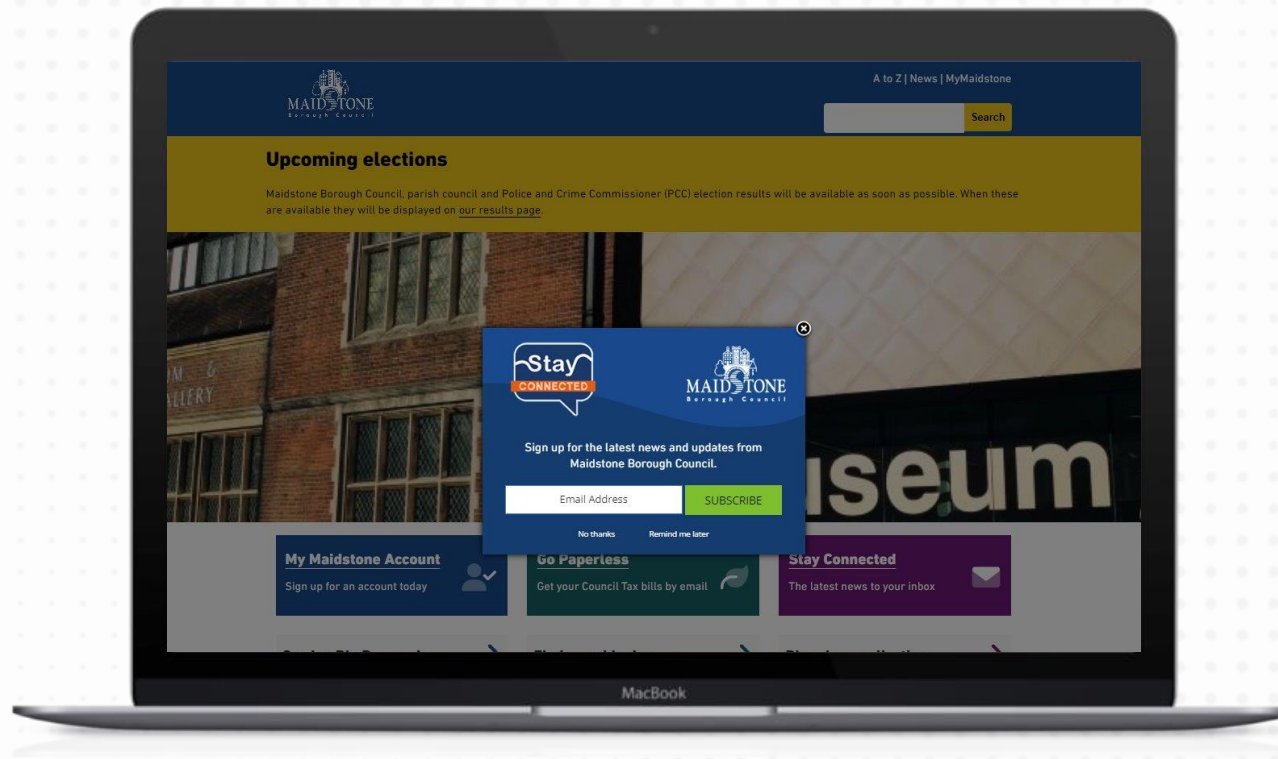
Please see our G-Cloud listing [Sentiment & Feedback \(EngagementHQ\) - Online community engagement software](#) for further details and pricing options.



Communications

Granicus Communications is a secure SaaS marketing platform built exclusively for public sector organisations and is designed to promote usage of online services, enhance public awareness, and increase the contributions and engagement of communities.

Please see our G-Cloud listing [Granicus Communications \(govDelivery\) - Digital Communications Platform](#) for further details and pricing options.



Eventsforce Services



Onboarding

Start your journey with our dedicated onboarding team whose job is to work closely with your events team, agree on your event objectives and business goals and make sure that your Eventsforce solution is set up to accurately reflect and support your requirements.



Training

Get a training programme created specifically for your tailored Eventsforce solution. Your Eventsforce trainer will take you and your team through a structured course that will help everyone understand how the system can be used in the context of their individual work objectives.



Account Management

Benefit from regular reviews and feedback sessions with your dedicated Account Manager who will also give you guidance on how the system can best meet your changing needs. You can also get expert advice on important business issues like data management, security and regulatory compliance.



Global 24/5 Support

Get reliable access to our in-house dedicated support desk which continues to smash the global industry average for solutions support each year. With a 2-minute average response time, our friendly team of skilled specialists will help you with any technical query or talk you through any process to ensure your events are running smoothly at all times. Choose to call or email the team or connect via our online chat.

Eventsforce Services



Personal Development

Join the community of Eventsforce users through our dedicated customer portal which offers regular articles, tutorials and webinars to keep you up to date on our latest product releases. Network with your peers at our regular client events featuring important announcements and technology trends – and get insights and tips from our content hub for tech-savvy event planners.



Software Development

Our in-house team of skilled software engineers develop solutions specifically designed to reduce your workload, engage attendees and deliver event success. Customer feedback and recommendations are continuously channelled into our active development programme to ensure we always deliver the best solution for your events.



Data Integration

Get expert advice on how to share valuable data in Eventsforce with other systems used around your events. We have partnerships with leading technology vendors and our open API has helped hundreds of customers integrate Eventsforce with mobile apps and business solutions like CRM, finance, membership and more.



Do more with Eventsforce

Ready to take the next step?

Whether you're looking for a quick chat or a detailed discussion on your event tech requirements, our team of event professionals are on hand to help. Tell us about the challenges you face, the problems you're trying to solve and the deadlines you need to meet, and we'll show you how Eventsforce can help you deliver the ultimate delegate experience.

Contact us:



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www.eventsforce.com



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