



Free Rein

Events Finder (Event Management System)

Service Definition

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1 Introduction

Free Rein began developing its own Content Management System (CMS) platform over 18 years ago through customer driven requirements analysis. Over the years it has been expanded and developed to meet ever changing key business needs of content management, event management, appraisals tools, social marketing and much more.

It is through engagement with these clients, Free Rein have defined a number of professional services to support the implementation and ongoing management, all of which have been configured to meet the needs of G-Cloud clients. Most recently, clients in central government. Local Enterprise Partnerships, local government have all helped to refine these offerings meeting specific requirements.

You can download the latest case studies and further information at <https://www.free-rein.net/portfolio/>

2 Overview

Free Rein has created a flexible and powerful Event Management System (EMS) to allow the full implementation, management and running of websites focused on event registration and attendee communication.

From the initial electronic invitation through to final confirmations and feedback, the Free Rein Event Management System (EMS) can help you every step of the way to make sure your events run smoothly enabling you to spend time on the things that really matter.

Free Rein has been commissioned to build and run a number of tailored event management systems by select customers, building upon the strong foundations of the Free Rein Enterprise Content Management System (CMS).

The Free Rein EMS is based in a fully featured, browser-based web content management system built using a LAMP open standards platform. It is used by public sector, commercial and not-for-profit organisations across the UK and Overseas - most notably by GDS (Government Digital Services) alongside gov.uk.

Business Events Finder (for BEIS, Northern Ireland and Welsh Government), InterContinental Hotel Group, BT Major Customers, BT Business and Motorola have all made use of our Event Management System (EMS), each business sharing a common goal – to utilise the Internet as a resource to communicate, manage and engage with potential delegates, visitors or attendees.

The experience Free Rein acquired by delivering an application and hosting environment for the Royal Bank of Scotland to the old IL2 compliance level, has allowed us to roll back this security expertise into all of the core CMS services.

Business Events Finder was originally built for Business Link to IL3 standards in the application, external interfaces and hosting (managed by Free Rein).

3 Key Features

Built on a common CMS platform the event management functionality is merged with CMS capability to create event microsites for a full featured event publication system.

Service Definition

- fully flexible look & feel design
- separate design and content
- payment options
- single or multiple web pages for an event
- reporting, booking downloads and attendance sheets
- create teams to organise your work force, using a centralise admin team with oversight
- system wide translation available

Online delegate sign-up and registration

- editable business profile pages
- event registration and attendee communication
- event calendars
- exportable formats
- automatic email alerts

Event Management

- set booking limits
- registration codes
- registration data
- transport and accommodation/venue information
- payment settings
- editable confirmation emails
- flexible payment processing
- feedback forms can be sent automatically, data is then stored on the system

Event Reporting

- monitoring and analysis, response rates
- data gathering and reports
- data downloads

4 Solution Outline

With the EMS your staff and partners can quickly and easily create, publish, manage, analyse and control event content.

The EMS extends the reach of your organisation using blogs, forums, polls and key social media platforms to communicate and engage with existing customers and new audiences.



Service Definition

Event Management solutions can range widely from a simple form for the visitor, through to a full featured system that integrates a customer database, allows selection of a targeted invitation list, collaboration on the list with other administrators (account managers), email invitation broadcast and tracking, visitor registration and self-record management (booking references etc), event supporting websites, capped booking limits and reserve list creation, email reminders and post event feedback forms and response tracking.

The EMS delivers content seamlessly across desktop, laptop, tablet and smartphone platforms engaging with customers irrespective of their device.

4.1 Design

The white-label system is implemented with the design as it was intended to be. Brands are protected using style sheets and formatting with the EMS restricted to only what is required, preventing inconsistent pages between authors. We aim to find a 'best fit' approach between your existing online identity and Events Finder's flexible design.

4.2 Management

Managing and setting up new events within the EMS couldn't be easier, giving you total control over the items you require.

Setting capping limits, registration data, payment settings and configuring confirmation emails can all be done in a matter of minutes.

Separating the content from the configuration means that event settings can be easily managed without affecting the presentation of information to the potential attendee.

Simply create the content you need, over any number of pages, use folders, galleries and file downloads to create the 'microsite' the way you want it.

Confirmation emails and the ability for attendees to see, review and edit their details are all controlled by the Event Management System, taking the administration headache away.

4.3 Event Reporting

Monitoring and analysing the success of an event is crucial to any company. Data is gathered and reported in a common format and structure, there is no more cross-referencing data and spending hours calculating response rates.

5 What is included

An annual fee is charged to cover use of the code, hosting and support. We do not charge for bandwidth until such time as a site justifies its own dedicated allowance which is usually when the site traffic consistently exceeds expectation. Our hosting environment has substantial bandwidth capacity and your traffic can burst in short higher peaks without any penalties. It is highly unlikely that your traffic levels will exceed this.

The support includes telephone, email and ticketing user support available during office hours.

Response Times

Customer Care is one of the prime values of Free Rein which has helped build an enviable reputation. We aim to be responsive to any customer problem and proactive in addressing threats and weaknesses. Our standard contracted response times are;

Working Hours: Within 2 hours

(Monday to Friday excluding bank holidays from 9:00 am to 5.00 pm)

Outside above hours (Contracted): Within 6 hours

In reality you will have direct telephone numbers of appropriate Free Rein staff. The hosting is monitored automatically.

If your service is considered business critical and you need increased cover out of hours, please speak to us and we can build additional response levels to meet your needs.