Net@Work | salesfusion™

EventFusion™
Integrated event management
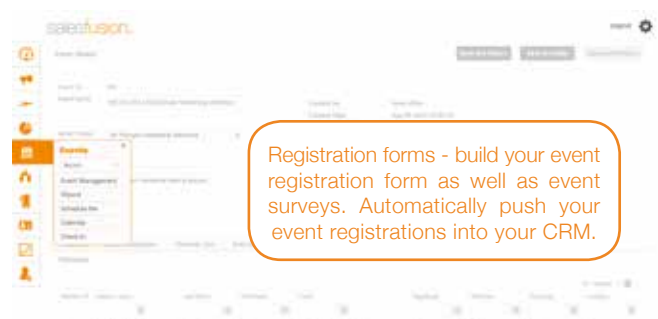
Integrated Event Management

Salesfusion provides a complete event management platform that allows you to set up, manage and track both physical and online events. With advanced nurture-marketing workflow and registration management, you can catalyze your lead generation and customer events.

Salesfusion's integration with leading webinar platforms (such as WebEx and GoToWebinar) go far beyond the basics of pulling attendee data into the marketing platform. Our integrated webinar management solution ties your online events into your CRM.

Key Features

- Event Wizard steps you through the event process
- Build webinars inside of the marketing platform
- Create your own registration forms
- Host event videos
- Nurture registrants throughout the event life-cycle
- Host multi-site events
- Event attendance appended to lead and contact entities
- View all events attended
- Score and nurture leads based on event activity
- Event information stored natively in the CRM
- Alert sales when high-value leads register for events

Events integrated to CRM

Registration forms - build your event registration form as well as event surveys. Automatically push your event registrations into your CRM.

Because EventFusion is part of Salesfusion, your events will be integrated into your CRM system. Sales will have complete visibility into who has registered and who has attended offline/online events.This will help sales take the key post-event actions needed to convert event leads.