HOW TO PROMOTE EVENTS USING ESIGNS ENTITIES? - A CASE STUDY

There will be several ambiguities for an event organizer in coordinating various activities while mobilizing financial and human resources to run the show as per the plan. How to streamline the men, materials, and funds for successful event organization?

Is there a way where technology can simplify this process, providing a user-friendly application? From selling tickets online, can an event organizer promote an event exclusively in digital mode in a paperless atmosphere?

THE ANSWER IS A BIG YES- TO BEGIN WITH.

Let us examine how eSigns tried to simplify event promotion through its electronic signature software. eSigns is a next-generation electronic signature software with embedded document and data management features. eSigns could successfully develop an entity to simplify a complex event promotion in a nutshell.

WHAT IS THE EVENT'S STATURE AND SIZE?

eSigns collaborated as an event partner with a Texas-based IT company and offered solutions to promote its partner's event, which the organizing company claims as a flagship annual event. The core industry segments that are expected to attend the event include industry leaders, entrepreneurs, IT executives, technologists, policymakers, and start-up companies. The idea behind the event is to facilitate knowledge transfer while discussingemerging trends that are reshapingthe IT industry. The intention is to bring the latest developments in the industry to scale business with value addition.

The organizing company termed the event as a power-packed synergy event full of opportunities for every participant. The event is massive in its size, expecting attendees to listen to the leading keynote speakers like former   US president Bill Clinton and spiritual leader Jaggi Vasudev.

ESIGNS PROMOTIONAL STRATEGY FOR THE EVENT

eSigns divided the entire length and breadth of the event as entities, which include promotional opportunities for the sponsors, packages for the companies that would like to sponsor employeesas participants, ticketing prices for the individuals, exclusive plans for exhibitors and start-up companies to present their ideas for improvisation, special offers for the corporate group bookings, and more.

eSigns has also created entities related to various products and services that are part of the event, which include

- **Hotel roomaccommodation for stay**
- **Awards for exceptional ideas, and**
- **Privileges for the elite members and speakers.**
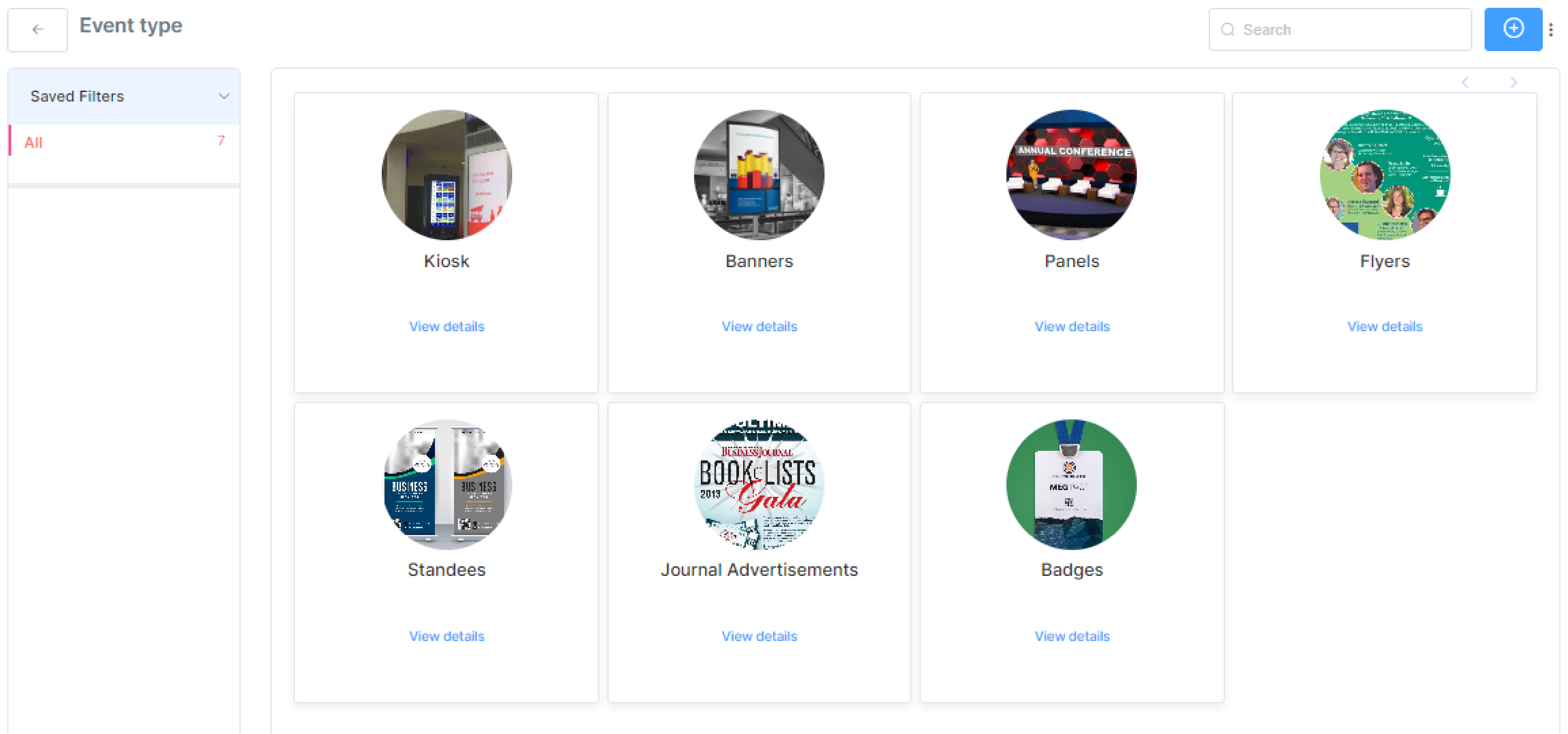
HOW DID ESIGNS GO ABOUT IT?

eSigns transformed the entire event that is going to take place in October 2022 as a virtual workflow process. eSigns developed synergy pockets that envisaged the event as packages. Each package is a mix of opportunities for a price. If a corporate group chooses to buy a specific package it grabs certain benefits, privileges, and utilities.

For example, if there are 10 types of packages available for different price ranges, they all fall under one entity called "Packages'.

Sign In

Greetings!
Please enter your Credentials:

Email address

Ex: johnwesley@abc.com

Forgot Password?

Continue

Event
Management
System

Book your slot and make sure that your company is getting noticed globally by displaying your
products and services in the event.

On clicking each package from the drop-down, the corporate or the sponsor that wishes to buy will get its features, including.

- **Price of each package**
- **What is the booth/kiosk size associated with that package**
- **Number of Dimond passes they get for entry.**
- **Number of hotel rooms for accommodating their executives/employees**
- **Size of the ad space they get in journals the organization promotes with that package etc.**

eSigns designed customized templates with the values entered for each category. By clicking on each package, the viewer gets a glance at all the above-mentioned benefits in a nutshell.

HOW DID ESIGNS ADD FILTERS TO EXHIBIT AVAILABLE SPACE FOR THE ADVERTISEMENTS

eSigns added filters to avoid the presence of sold-out ad space for the document viewers.

Let us list the types of advertisement spaces available for the exhibitors/promoters/start-ups;

- **Kiosks or booths**
- **Banners that appear in the background, entrances, and other prominently visible places**
- **Badges**
- **Panelspace for advertisement**
- **Flexy**
- **Flyer**
- **Journal advertisements**

Virtual Event Registration Form

About this Virtual Event

Date

📅

Users can choose the type of publicity material they want and select it.

Choose Your Package ⓘ

Ex. Gold ▾   *Pay Now*

Type of Packages and Price

Gold	Silver	Platinum	Bronze
$3000	$2000	$5000	$1000

Type	Gold	Platinum	Silver	Bronze
Kiosks	3	10	2	1
Banners	8	15	5	2
Badges	15	25	10	5
Panels	3	5	2	0
Flyers	2	5	1	0
Standees	5	10	2	0
Journal Advertisements	2	5	1	0
Hotel Rooms	4	10	2	1
Size of the team	8	20	2	2

By applying filters, eSigns made it a point to exhibit the current and available advertising packages for the sponsors to pick from. If badges are exhausted, the tool stops exhibiting badges in the list. Without wasting time and effort, the user can pick the most appropriate and currently available ad space to promote their brands or services.

HOW DID EVENT ORGANIZERS SIGN CONTRACTS TO PROMOTE THE EVENT

eSigns designed an easy-to-execute, user-friendly contract agreement for the organizers to reach out to a cross-section of participants who are-

- **Industry leaders**
- **Sponsors**
- **Product promoters**
- **Start-up companies**
- **Top and middle-level management executives**

eSigns designed customized contracts as templates to dispatch and sign 50 contracts to mobilize funds to run the event. The event organizer could extend the contract document to its stakeholders using the eSigns platform to auto-fill details by picking a package. Neither the event organizer nor the participant had to manually fill in the details as the automated eSigns templates enabled the end user to autofill details on picking a package.

ADVANTAGES OF END-TO-END AUTOMATION

It is neither possible nor desirable for the event organizer to closely examine each contract agreement if they are signing multiple contracts in a short span of time, facing a narrow deadline.End-to-end automation enabled the organizer to distribute the work throughout so that the marketing executives could execute deals that the management has already verified and ratified as good to go in the marketplace.

A promotional head can get a glimpse of the number of synergy packages sold, ad spaces available for sale, hotel rooms booked, and ad space leftover in journals. The organizerwith a one-click view at his dashboard can get insights to draw marketing or promotional strategies like;

- **Early bird registration offers**
- **Special discounts or offers to promote laggards**
- **Collaboration strategies with event partners, media partners, and institutional partners.**

FINAL THOUGHTS

Using a feature called form-template, esigns can amass high-volume data as entities to draw meaningful insights. This feature helps organizations to design strategies, event agreement contracts, and agreements with multiple stakeholders. Customized eSigns templates can be auto-filled by selecting a synergy package from the dropdown. Organizers could bulk send the agreement copies to multiple stakeholdersat once and elicit responses from the dashboard on various factors, including but not limited to the number of customers who agreed to sign the contracts, the number of contracts the customers declined to sign, number of contracts that are still in progress, but not completed yet. By drawing inferences from the data available on the dashboard, event organizers can change their pricing or promotional strategies to push the leftover packages.