

Manual (english)

(draft)

Intro

MeetMe is a web software for managing events and mailing and survey campaigns that combines various advanced and adaptable features in order to facilitate effective communication with customers, the streamlining of marketing campaign work flows, administration, resource optimization and data analysis.

From this main menu it is possible to manage:

Menu	Description
Contacts	This is the data bank of all contacts. The contacts can be enrolled in the <i>Events</i> as <i>Participants</i> , or can be used for mailing.
Contact Credits	This can be used to assign <i>Credits for Training Events</i> or <i>Loyalty Points</i> for a series of events.
Lists	This is an advanced and dynamic tool for grouping the <i>Contacts</i> according to various criteria, for example, "Demographic", "Interest", "Accredited", "Important Contacts", etc.
Participants	This contains the <i>Contacts</i> invited to the events. Their event <i>Participation/Refusal</i> and <i>Accreditation</i> can all be managed via the CRM functionality.
Contact Levels	This is a flexible tool for creating different <i>Levels</i> or <i>Groupings of Participants</i> , for example, "Guests", "VIPs", "Press", "Staff", etc.
Delegates	Active tool for for events such as General Assemblies.
Badge Models	Tool for the creation and printing of badge layouts for events.

Via the Contacts menu, you can view, create, edit and delete contacts in your address book.

Contacts form the main contact list, which you can use directly for [Mailing Campaigns](#) or the compilation of [Surveys or Quizzes](#).

They can inserted in [Lists](#) in order to manage groupings, segmentations and profiles.

They can be enrolled in events as [Participants](#) or used for the sending of invitations.

Also available are advanced tools for [Importation](#), [Automatic email correction](#) and [Duplicate elimination](#).

The *Participants* are the *Contacts* of MeetMe that can be invited, confirmed and accredited (as present) in relation to an event.

Contacts form the main contact list and can be added as event *Participants* via various functions. With this system, it is possible to generate advanced statistics relating *Contacts* with *Events*.

For *Participants*, it is possible to generate advanced statistics in order to know:

- Who has been invited function connected to the *Mailing* and *Event Notifications* module.
- Who has confirmed or refused participation.
- Who has been accredited and has attended the event.
- The participation in individual sessions of the event.

From this main menu it is possible to manage:

Menu	Description
Mailing	Function for managing mailing campaigns to contacts or to event participants. Use examples: managing advertising campaigns, newsletters, event reminders, etc.
Event Notifications	Function for the management of standard email and web content related to the event, including: invitation email, email confirming participation, confirmation PDF / voucher, participation confirmation or refusal web pages.
Models	Models / HTML Templates for use in <i>Mailing, Event Notifications, Web Forms, Surveys</i> .
Mailing Statistics	Statistics on the reading of emails, undelivered emails, mailing subscription cancellation. To enable this feature in Mailing or Event Notifications, the option "Use URL tracking" must be selected.
Mailing Link Statistics	Statistics on links opened from emails: the most clicked links, who has clicked various times, etc.
Sender	Function for managing the Senders of emails in Mailing and Event Notifications.

Function for managing mailing campaigns to contacts or to event participants.

Use examples: managing advertising campaigns, newsletters, event reminders, etc.

A Mailing campaign may be connected to an event (and its participants) or may be used directly with the Contacts.

Use URL tracking	Enables email tracking systems for statistical purposes. If tracking is active, data will be collected on the reading of emails and the clicking on links within emails.
Unsubscribe	This enables the person receiving the email to unsubscribe from the mailing list. The function should be used in conjunction with the variable <code>{{UNSUBSCRIBE}}</code> and the contents relating to <i>Unsubscribe email</i> and <i>Web Page</i> .
Name	Name to attribute to the mailing campaign, for example, "Happy New Year".
Sender	Select the mailbox to appear as <i>Sender</i> of the emails.
Contact list	Contact list to be associated with the mailing campaign. The Lists are used to group the <i>Contacts</i> according to various criteria, for example, "Demographic", "Interest", "Accredited", "Important Contacts", etc.
Event ID	Select the Event to associate to the mailing campaign. This association is necessary in order to use <i>Event Variables</i> referred to in the contents of the emails, for example , <code>{{EVENT_ADDRESS}}</code> will insert the address of the event in the email.
HTML Header	HTML code to be used in the headers of the emails and web pages. This is useful if you want to put the same data and graphics in various email and web contents, for example, in order to use the same logo or CSS styles in all emails.
HTML Footer	HTML to be used in footers. For example, in order to insert links to your social pages at the bottom of every email.

Function for the management of the email and web contents e web related to the event.

Invitation email

Email confirming participation

Confirmation PDF / voucher

Over-booking email and web page

Event participation confirmation or refusal web page

Mailing list subscription cancellation web page

Email HTML and text contents and invitation and confirmation web pages can be set in Event Notifications. According to the event settings, contents can be used in the table of Contacts or Participants, in the Web forms or in the mailing campaigns related to the event.

Here you can also set the contents of PDFs to use as confirmation vouchers.

The event menu groups together the various Modules related to management of the event.

Menu Name	Description
Venues	Definition of the event venues. A hierarchical organization can be used for venues with various spaces or rooms.
Sessions	Event sessions / event schedule. The sessions can be associated with speakers, moderators and spaces or rooms.
Events	Page for managing the general settings of the event.
Web Forms	Page for managing the Online Event Registration Forms with customizable fields.
Event Display	Management of the informative and interactive displays, including those relating to sessions, welcome message, assembly information, etc.
Configured events	Tool for creating new events from pre-configured models, for example, <i>Event with Mailing Campaign, Survey and Registration Form</i> .
Totem	Tool for creating <i>Web Sites</i> and <i>Event Applications</i> , designed for <i>Participants</i> .
Totem pages	Management of the pages of individual <i>Web Sites</i> and <i>Event Applications</i> .

This menu is for the creation and configuration of events.

A key component for subsequent management of all the functions related to the event, including the management of the Participants, Web Forms, Invitation and Confirmation Emails, etc.

Each event can be subdivided into sub-events, a useful function for road shows or events that take place in multiple locations.

Function buttons

Icon	Function	Note
	General Event Options / Configurations	Definition of the general descriptive data for the event, including venue, start and end date, over-booking management, etc.
	Navigation options	Configuration of the functions and buttons to use for the event, in particular in the Contacts and Participants menus.

	Delete Event	To be used with caution – deleting the event will also delete the participants and other associated modules.
	Open Event Assistant Screen for Accredited Participants	Opens the screen for the management of the event's accredited participants – function for the event assistants.
	View Main Display	Open in a new window the main display, for example, "Agenda Display".
	Clone event	This function creates a copy of the event together with its configurations and options.

Functions

From this menu it is possible to manage the properties of the events and configurations relating to:

Function	Description
Connection with other modules	The mailing campaign, registration web form, surveys, displays, etc.
Event descriptive properties	Name, start and end, venue, etc., which can be used with the variables.
Navigation properties	Activation of menus and buttons with functions such as "print badge", "register", "give accreditation", etc.
Event logistics	Management of overbooking, training credits, delegates, etc.
Automation	Automatic registration of contacts, association with default lists, etc.

The Survey Module provides for the simple and effective implementation of research and online surveys of up to tens of thousands of people. The Surveys Module facilitates the design and implementation of guided and assisted questionnaires in order to simplify compilation for the interviewee. This manual provides support for both the installation and administration of the program, for the actual creation of the research project and management of the results.

The Survey Module can be connected to the mailing campaigns and events open to registration, in order to collect more information, or during events, in order to collect feedback or to administer quizzes.

The Survey Module connects to the [Variables](#) in order to dynamically manage the data related to [Contacts](#) or the Event.

From the left menu, you can access the sections of the guide or select specific topics.

From this main menu it is possible to manage:

Menu	Description
Attendance register	Register of the attendance of the participants at the event. The attendance data is usually used to log the entry and exit time, which can be generalised at the level of the event or of individual sessions or rooms, etc. In this menu, data can be imported from external time stampers or exported in Excel format.
Time stampers	Tool for setting attendance registering devices such as barcode, NFC, RFID, and UHF readers and sensors.
Badge	Database of the badges used during the event associated with the participants.
Stations	The stations defined for detecting attendance associated with an area and connected to the time stampers. The stations are useful for grouping the attendances, such as for sessions, dinner events, etc.

The event menu groups together the various Modules relating to event accounting, e.g.:

- **Registration fees for the event and sessions or entry ticket prices**
 - Payment receipt via various payment systems
 - Management of the initial entry and reporting

Menu Name	Description
Participation Fee	Definition of the participation fees, e.g.: <ul style="list-style-type: none"> • Standard or VIP entry • Registration for morning sessions only • Registration for morning + afternoon sessions
Payment Methods	Systems via which participants can pay: <ul style="list-style-type: none"> • Online via PayPal or credit or debit card • Bank transfer • Payment via POS • Payment in cash
Transactions	View, modify and insert transactions (payments)

From this main menu it is possible to manage:

Menu	Description
General Options Menus	Tool for enabling or disabling the menus throughout the navigation structure at the <u>general account level</u> .
Event Options Menus	Tool for enabling or disabling the menus throughout the navigation structure for <u>specific events</u> .
Top Buttons Menu	Management of buttons / shortcuts that can be enabled in the top bar of the application. Useful for frequently used functions.

The Lists are an advanced and dynamic tool for grouping the *Contacts* according to various criteria, for example, “Demographic”, “Interest”, “Accredited”, “Important Contacts”, etc.

- According to various settings, the contacts are added to the list automatically, for example, after manual creation or importation of contacts, event participant additions, attendances, etc.
- Dynamic queries can be defined to manage contacts lists, such as, for example, contacts in the province of Milan or male contacts in the province of Milan province who have participated in at least one event.

The lists are useful for:

- Mailing campaigns, event invitations.
- Block actions, e.g. event cancellation, registration or confirmation, creation of users, modification of attributes, etc.
- Cross-referencing data for statistics reports.

Tool for the creation and printing of badge layouts for events.

The badge models can be used for the printing of event badges on card in PVC, paper or labels to be applied on card.

The creation of badge models is a graphical tool and integrates with the [Contact Variables](#) or [Event Variables](#).