

MEA's new education and training at ABEE

MEA WILL AGAIN be offering seminars to attendees at this year's Australian Business Events Expo.

The Australian Business Events Expo will take place on August 10 and 11 at the Sydney Convention and Exhibition Centre.

Everyone involved in planning meetings, incentives, conferences and exhibitions is invited to mark the dates in their calendars now for this must-attend event.

The expo will give serious event buyers the opportunity to meet leading business events suppliers, such as venues, hotels, attractions, caterers, production and event management service providers. The pre-scheduled appointment (PSA) system will facilitate the process of organising priority meetings during the two-day event, allowing buyers to ensure they get what they came for. Buyers will be able to plan their appointments, then meet, compare and assess which of the best suppliers to the business events industry to use.

Seminar attendees will experience the new education and training format delivered by Meetings & Events Australia. On offer is a learning and development agenda that will be concise, intelligent and transferable.

Visitors can also take the opportunity to talk to MEA's national training manager, Greg Baxendale, about the professional development needs of your business.

In 2010, the PSA system extended its reach via the launch of the smart phone app iEvent. With 50 per cent of all new mobile phone sales in 2010 involving a smart phone (as opposed to 20 per cent in 2009) this new feature is expected to be widely used in 2011. It is predicted that there will be a usage increase of 250 per cent.

The use of the app will contribute to easier navigation around the expo, further information being provided, and more connection between buyers and exhibitors.

Register now for the 2011 Australian Business Events Expo via www.abeexpo.com.au. And follow the expo's developments and news on Twitter, LinkedIn and Facebook.

AUSTRALIAN
businesses events
expo2011

SOFTWARE IMPROVES PRODUCTIVITY

Ungerboeck Systems reports all-in-one software can improve productivity and bring increased revenue to your organisation.

If you've never experienced it before, it's hard to imagine the transformation that occurs when everyone in your organisation is using one united database. Having everyone on the same page has a dramatic impact on the customer experience, employee satisfaction and the stress levels of both customers and employees.

Compared to individual systems, all-in-one systems like Ungerboeck software deliver improved productivity, higher revenue, higher customer satisfaction and higher employee satisfaction.

End-to-end solutions deliver two to five times the productivity of individual, disconnected systems by eliminating duplicate work and saving time. Consider how much time it takes to key in data to more than one system and then double check all of that information for errors. With an integrated system, data is entered once and available to all users in real-time. Up to 75 per cent less time will be spent rekeying information, resulting in productivity gains and additional time for your employees to spend with customers.

Rather than accessing multiple systems to look up and track client information, an integrated system puts information right at your fingertips and all in one place. Ungerboeck software has the only sales-focused Customer Relationship Management module in the industry, customer contact information, emails, documents, floor plans and availability searches are all done in one, seamlessly integrated system.

Reporting is important. You can run accurate reports any time if you're using an integrated system. You don't have to wait for information to be rekeyed. Real-time information is always available within an integrated system, which allows you to be agile in your decision making and response process.



Ungerboeck
Software