etouches
REDEFINING EVENT SOFTWARE

overview

NiUG is an independent, international, not-for-profit software users group that exists to advocate, educate and connect users and suppliers in the iMIS community. iMIS is the number one association management software platform manufactured by Advanced Solutions International and used by more than 4,000 associations and fundraising and charity organizations worldwide. NiUG was born out of the need to create a global forum in which software users of the iMIS platform could connect virtually and face-to-face to discuss best practices, solve problems and provide peer-to-peer training. NiUG started over 10 years ago as a grassroots organization and has grown to over 700 member organizations around the world. NiUG has grown to have a substantial presence in North America, Europe and Australia. Each year, NiUG International offers 3 major conferences in the United States, United Kingdom and Australia, while also supporting local chapter events, training days and webinar programs

challenge

Each year, the NiUG conferences became more complex due to the number of different packages, day passes and discount programs. Sponsors wanted more value for their investment and exhibitors wanted more visibility for the products and services they offered. Michele Morgan, Executive Director of NiUG International, was using iMIS, but found that she needed to increase the flexibility of pricing and packaging options, streamline badge creation and onsite check-in processes while finding new ways to enhance the onsite networking programs. With a complex membership dues structure and a multi-day conference format that included pre-conference fee-based training workshops, NiUG needed attendees to be able to modify their registrations at the right prices dictated by their membership levels. NiUG also needed far more flexibility in creating reports without technical resources that met strict accounting needs.

evaluation

NiUG was already happily using iMIS as its association membership management database, but wanted to enhance its power by adding etouches to provide budgeting, scheduling, planning, event websites and onsite networking modules that aren't available in the iMIS platform. NiUG wanted one platform that was deeply integrated with iMIS that would increase the flexibility in designing registration workflows and online experiences without compromising the data integrity of iMIS. NiUG also needed the multi-lingual and multi-currency options found in etouches, but not in iMIS, to better serve its global membership.

NiUG International Quick Facts:

- Independent software users group for a product called iMIS created by Advanced Solutions International
- Number of international chapters: 5
- 713 member organizations
- 3 major multi-day conferences a year with exhibtion, networking & pre-conference training

Chapter Organizations:

- Asia-Pacific Chapter: Victoria, Australia
- Canada Chapter: Toronto, Ontario
- Europe Chapter: London, England
- United States Chapters: Florida and Michigan

solution

NiUG International turned to long-time supplier member and sponsor, (C) Systems for help. (C) Systems is the premiere value-added reseller (VAR) in the iMIS community and also a VAR of etouches. (C) Systems and etouches worked together to create a middleware product called (c)onnect that bridges the iMIS Events module and the etouches platform. With the (c)onnect product, NiUG International would be able to capitalize on the additional flexibility and planning modules offered in etouches while maintaining its data and membership processes in iMIS in real time.

NiUG International partnered with both etouches and (C) Systems to configure the etouches and (c)onnect product for their annual conferences called Discovery in 2011 and have used it ever since.

The new system immediately yielded positive and lasting results for the Discovery conference with the launch of an event website that was able to provide a unique look and feel that differed from the NiUG International organizational website. NiUG opened registration for the Discovery conference on time and delighted attendees by allowing them to come back to the registration site over a period of weeks to add new options, change session selections and add in personal information to be used during newly created onsite networking programs. This flexibility meant that Michele and her team could market the different programs within the multi-day event at different times and not overwhelm attendees.

With etouches, Michele no longer had to waste time manually creating complex spreadsheets to fulfill her reporting needs and to assess ROE from an event-over-event perspective. Point-and-click reporting gave Michele the opportunity to delve deeper into her data and provide data back to her sponsors and exhibitors.

etouches also solved a long-standing issue between chapters that used different merchant accounts and payment gateways for processing. etouches was able to support their separate gateways without issue.

NiUG International found the simplicity of the etouches platform improved the overall experience for both her staff members planning the event as well as the sponsors, exhibitors, speakers and attendees. The etouches-(c)onnect solution saved so much time that Michele was even able to create an interactive networking game using data found on attendees badges and include QR codes on badges to allow for easy information exchange. Additionally, the etouches' event website provided new space to provide each exhibitor with a personalized page that featured downloadable collateral, videos, Twitter feeds, social media links and banner ad space with all interactivity tracked by Google Analytics.

NiUG International both saved time and increased value with etouches.

NiUG Event Portfolio Quick Facts:

- 3 major conferences with 600 attendees
- local chapter meetings
- webinars
- training days

About etouches

etouches is a global on-demand suite of integrated software applications that help organizations perform every function in the event planning lifecycle.

etouches offers tools for:

- registration
- budgeting
- project management
- scheduling
- event websites
- seating
- surveying
- event marketing
- booth purchasing
- matchmaking
- mobile event apps