eVenues.com™

Venue Registration

Getting Started Guide

Whitepaper

Summary: This paper provides an overview of setting up and preparing your venue for publishing to the eVenues Online Marketplace.

For the latest information, visit: http://www.evenues.com.

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eVenues™

Contents

Welcome to eVenues

Congratulations on discovering eVenues – the new way to market and manage your space on the Web. You should think of eVenues just like Expedia® - but for meeting space.

> **eVenues: Designed for Today's Consumers…& Venues**
>
> It's no surprise that venues have it tough in this new economy. Consumers expect affordability, flexibility, portability/accessibility, and faster response times. Venues need to adjust.
>
> That is why eVenues gives venues all the tools you need to get in the game & *FAST…with lots of benefits*, including:
>
> - Marketplace for discounting your space and make $$$ (→ affordability)
> - Stunning profile with photos, configurations & pricing info (→ flexibility)
> - Easy to access from any Web browser (→ accessibility)
> - Actual up-to-date availability schedule for customers to view (→ faster response)
> - plus…
> - A killer SEO strategy that, overtime, "could" increase your bookings as long as your price yourself affordably (→ Web visibility via organic local searches)
> - Integrated scheduling tools for managing your booking calendar. (→ productivity)
>
> No one said it would be easy, but eVenues has delivered a solution!

This step-by-step guide is intended to help Venue Providers quickly set-up their space profile and begin using eVenues. This process should take no more than 10 minutes and ensure you produce a stunning space profile.

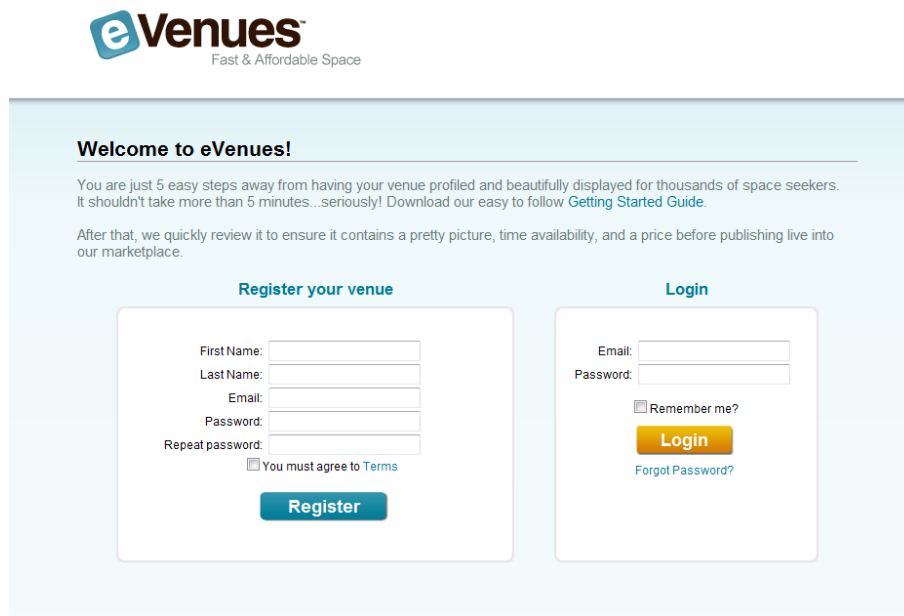*Figure 1: Space Profile example at eVenues*

Overall, one of the key benefits about eVenues and the venue registration process is that a space profile need only be configured one-time, unlike other sites that require a new enlistment every 8 days. It only takes completing a few forms to begin taking reservations and a simple click of a check-box to take your rooms "online\offline."

To get started, go to www.evenues.com/login.aspx.

Venue Account Registration

To begin using eVenues, you must first enter your first name, last name, email, and password.

This sets up an initial account for you in the system and begins the space profiling wizard. If you choose to complete your space profile later, that's ok; eVenues will send you a confirmation email with your password so you can login later and complete the process.

Figure 2: eVenues account registration screen

TIPS

- **Contact Name:** be sure to have a FULL-TIME employee or manager complete the registration as they will be the recipients for all reservation notifications. Whoever is tracking appointments and reservations needs to be the registrar.

The next set of screens collects the necessary information from the Venue Provider for eVenues to produce an attractive space profile.

Step 1: Your Venue

Step 1 collects information about your venue or business. It's important to be as complete as possible when entering information into the fields because this is what the customers will view in your LIVE space profile. Please pay attention to required (*) fields.

Note: you can change or delete information later in the Meeting Room Manager module.

Figure 3: Venue information profile form

TIPS

- **Primary & Emergency Contact information:** the local day office or venue manager's name should be used for the primary contact. The emergency contact should be an after-hours manager, security officer or custodian who controls the main entrance\exit for the space.
- **Parking:** be as thorough as possible when describing a hard-to-find space. Provide convenient street & paid parking. Also, offer help in locating unloading docks and over lit areas for after-hours meetings.

- **Attachments:** Use this area to upload any additional marketing docs about the venue\space such as: room specs, local service providers, etc. If your space is a kitchen, for example, you might include additional appliance information or instructions.
- **Rental Agreement:** eVenues provides a standard rental agreement during customer checkout or you can upload your own rental agreement. PLEASE take a moment to review the standard rental agreement provided by eVenues and including any special terms, liabilities or cancellation policies beyond what is covered in the eVenues Terms of Service.

  Note: Please email team@evenues.com if you would like a copy of our standard Rental Agreement in Word.doc format to modify.

Step 2: Your Room or Space

Step 2 collects information about your rooms or spaces. This is a unique step because you can create multiple rooms in this single screen by clicking the 'Add another room' button below (off this page). Once again, be as thorough as possible when adding information into the fields because this what customers will view.

Figure 4: Room information form

TIPS

- **Configuration:** The current configuration doesn't include room\space dimensions. Please include room\space dimensions below in the description box to help customers learn more about actual configuration of the space.
- **Classification:** This is required for properly classifying your venue for simpler customer searching purposes on the homepage.
- **Description:** eVenues supports up to 1000 characters in the description box. Be sure to include room dimensions. Consider using marketing information from an existing brochure to include here.
- **Amenities:** A new feature we just added, now you can add amenities that can be sold using a flat rate with your room. Examples might be tables\chairs, projectors, flat-rate box lunches, cleaning fee, etc.
- **Photo Upload:** eVenues supports uploading up to FOUR photos for each space you profile. Be sure to use actual photos for each space; for example, don't use a meeting room photo for a training room as customers need to see the actual space. This will prevent wasted time for site visits. Note: Upload your best photo first so it becomes the default large photo.

Step 3: Availability

Step 3 helps you set up the availability for each of your rooms or spaces.

Figure 5: Main availability dialog

Configuring availability is one of the most powerful features of eVenues. With just a few clicks, you can configure and publish your room availability to the Web for immediate booking. Or, with just one click, you can take the room offline (by unchecking the 'Available to rent' button).

TIPS

- **Migrating your availability to the Web:** we realize it's daunting to lose control of your reservations and move your booking to the Web. You can either use eVenues 100% of the time to list and manage your bookings or just use eVenues some of the time when it hasn't been rented. Most importantly, because the Meeting Room Manager is directly tied to our marketplace, you can remove time from the eVenues Marketplace instantly by dragging and dropping time on the calendar.
- **Two sets of hours:** Use this feature to create 2 blocks of time for 1 day.
- **Setting availability:** Start easy. Pick 1 or 2 days a week or an evening to test the availability schedule and Meeting Room Manager.
- **Start\End Date:** The new Start\End time enables venues to create "campaigns" for renting rooms at particular times. They can activate the Start\End time and tell eVenues to activate their spaces for rental at particular times. eVenues will send you a notification within 24 hours of the expiring listing to remind you.
- **Managing multiple rooms:** if you have set up multiple rooms, you can set availability to multiple rooms in this one panel. The rooms can be collapsed and expanded.

Step 4: Rental Rates

Step 4 helps you price your rooms or spaces.

Figure 6: Pricing dialog

Today, eVenues supports configuring same price for all days. When using 'Same price for all days' option, you can price each of your spaces either by the hour or day. For hourly rental, you can also indicate a minimum hour requirement, such as minimum order acceptance to be 3 hours.

In addition, eVenues supports activating a Coupon Code. The Coupon Code feature is a new mechanism for venues to discount their hourly or daily room rate and have it reflected in the eVenues customer checkout experience.

When determining the discount amount, consider your current business situation.

For example, if you are an existing business that wants their internal employees (or members) to book available meeting room time from the eVenues public marketplace and not get charged, you need to set the discount equal to the full-hourly rate. This way, internal employees won't be charged by the hour at time of checkout for the room.

- In this case, you would set the discount rate at, say, **$125.00**.
- You would then name the code: **"Mem01"** for Member code 01, as you might create multiple Member discount offerings.

Or, you might just want to run a promotion for booking your space. You could offer a 10% discount off $125.00.

- In this case, you could set the discount rate at $12.50.
- You would then name the code: "Pub01" for Public code 01, as you might create multiple Public discount offerings.

Figure 1: Activating the Coupon Code

TIPS

- **Coupon Code:** The Coupon Code is designed so venue employees or members and prospective customers can access and book available time through the main eVenues Calendar online.

Step 5: Confirmation

The final step – Step 5 – confirms your data entries and asks for your acceptance to the Listing Agreement (not shown below).

If you need to edit any of the data, you can click on the 'Edit' buttons.

Figure 7: Final confirmation screen

TIPS

- **Listing Agreement:** the listing agreement is a standard agreement that clarifies the role of eVenues as *not* a broker, but more of an agent introducing prospective space seekers with available meeting spaces. You can read this agreement online at http://www.evenues.com/agreement.aspx before accepting.

Approval (or Rejection)

Once you have submitted your Space Profile, you will receive an email confirmation from eVenues indicating that your venue is being reviewed. eVenues will typically approve your venue within 2 hours.

If your venue does not fit out venue profile, you will receive a rejection notification, as well.

Space Profile

Once you have been approved, your space profile will be LIVE on the eVenues.com website. It will look similar to the example below. Note: there is a tab for Map\Parking, Space Details, and Reviews. The availability schedule is below and represents the time that you set up in Step 3.

Figure 8: Final space profile output

TIPS

- **Meeting Room Manager Role:** it's important to assign someone on your team the task of managing the calendar and maintaining valid availability. If you do not, you run the risk of double-booking the time.

Meeting Room Manager

Immediately following completing the space profile wizard, eVenues will navigate you to the Meeting Room Manager (below). The Meeting Room Manager is a built-in resource scheduling tool to help you track Marketplace reservations.
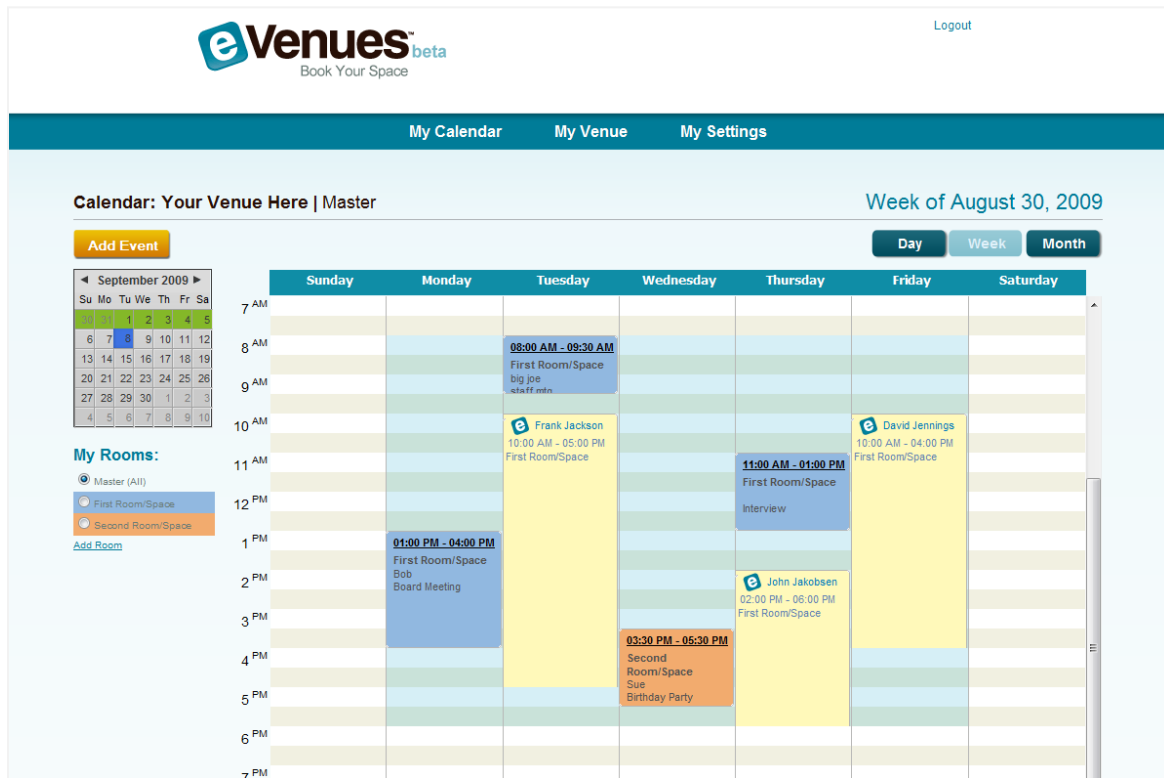

Figure 9: Meeting room manager console

The Meeting Room Manager can display both eVenues reservations, as well as private internal appointments. When a customer has completed checkout and booked your space, two things happen:

1. You will receive an electronic confirmation via email of the booking.
2. Your calendar will display the reservation in yellow.

Based on how many rooms you have configured in the system, appointments are colored based on the rooms they map to.

To create a private appointment on the calendar (or, to remove time off the schedule or public Marketplace), either click on the 'Add Event' orange button up top or just drag a block of time and appointment form will be shown. Complete that form and click 'Save.'

You can configure additional rooms by clicking on the 'Add Room' button on the left.

TIPS

- **Create new reviews for your venue:** under the My Venue\Reviews menu item, click on Get Reviewed. This simple tool will invite past or former customers to submit a review of your space for customers to read on the public Marketplace.
- **Add a Link Banner to your website:** under the My Venue\Inventory menu item, click on Link Banner. By adding the link banner HTML code to your website, customers can see your availability and book your times directly. eVenues handles all the billing and will pay you at the beginning of each month.
- **Payment info:** Don't forget to verify your account info panel and payment preferences. eVenues cannot accept a reservation until your payment information is submitted.

Feedback

If you have any further questions or feature suggestions, please don't hesitate contacting us at team@evenues.com.

Happy Renting!