

SUCCESS STORY: GLOBSEC

Aventri's comprehensive features backed by reliable, global customer support

CHALLENGE

“Being able to use registration custom fields and personalize our event invitations is really helpful.”

Originally, GLOBSEC had developed its own registration system to manage events, but over time the system felt unfinished and wasn't always reliable. It needed a platform with a comprehensive package of features to meet its unique needs. This included a registration tool where users could make custom fields, utilize approval management options, as well as the possibility to merge data with an email marketing tool.

After trying out a few different registration systems, GLOBSEC found that Aventri was the most suitable option compared to others they experienced. Along with its numerous features, Aventri was also affordable for the organization.

“Aventri encompassed the majority of features we needed to support our registration process for our events,” says **Martina Janičinová**, Project Coordinator at GLOBSEC. “It made the decision to choose Aventri easy.”

KEY HIGHLIGHTS



Industry

Technology & manufacturing

Location

Bratislava, Slovakia

Products & Services

- Registration
- Attendee categories



Michal Číž
Head of Strategic
Forums

GLOBSEC is an independent, non-partisan, non-governmental organization committed to enhancing security, prosperity and sustainability in Europe and throughout the world. GLOBSEC provides a superior understanding of global trends and their consequences for society, economy, security and the international community.

www.globsec.org

Registration and marketing tools make attendee communication easy

SOLUTION

Since using Aventri, GLOBSEC has mostly taken advantage of Aventri's registration and marketing modules to set up forms and emails customized to its events. Working with the Aventri team to enhance their events with the software has also been a positive experience, says Matúš Borišinec, IT Coordinator at GLOBSEC.

"Together with our Aventri account manager, we were able to come up with a mutual agreement and find all possible solutions," says Borišinec. "The Aventri team was also professional and helpful when working together on custom projects."

GLOBSEC also found great help through Aventri's customer support channels. Along with global, 24/7 365 support via phone, Aventri staff is also available via email and chat, the latter GLOBSEC has utilized frequently. Borišinec adds, "Whenever there has been a need to use Aventri live ticketing support, their response is always quick and satisfactory."

ABOUT AVENTRI

Aventri is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, Aventri has assisted over 20,000 event professionals in planning, executing and measuring their events. The software solution serves customers in corporations, associations, agencies and educational institutions.

EVENT

Aventri is mostly used to plan the organization's two flagship annual events: GLOBSEC Bratislava Forum, one of the top conferences on global security in Europe, and GLOBSEC Tatra Summit, a conference that provides the ground for fruitful expert and political discussions on the future of Europe. Both are held in Bratislava, Slovakia with about 1,000 in attendance.

The registration process for both events is quite specific, explains Lucia Colníková, GLOBSEC 2016's Participants Manager, as attendees are divided into several categories. Using the Aventri registration module, GLOBSEC is able to set up registration forms for each category with its own custom questions and options related to travel, accommodations and approval processes. Once the registration forms are ready, GLOBSEC prepares several email lists and send invitations via the Aventri marketing module. Post-event, GLOBSEC is also able to create, send and track attendee surveys via Aventri, giving them the feedback and data needed to improve their events every year.

"Thanks to these features, our team of coordinators is able to communicate with the attendees they need to at any given time," says Michal Číž, GLOBSEC's Head of Strategic Forums.

"Communicating with registered attendees also runs smoothly thanks to Aventri's email marketing emails, which can be sent just to the specific registrants or to larger registrant groups."

Overall, Aventri is the best tool to meet GLOBSEC's customization needs. Not only does it help staff connect and communicate better with its different attendees, but it makes the event management process much more efficient.

Colníková says: "Without Aventri, we would not be able to provide our attendees such level of personalized approach, which is essential to our events running smoothly, as well as for the satisfaction of our guests."

STAT BOX

Recently celebrated the **12th** edition of GLOBSEC Bratislava Forum

Hosted over **1,300** participants from **70** countries

Attended by more than **150** speakers and covered by **200** journalists