

EVENT PROFITABILITY

SEMtek makes the most of your marketing budget by providing you with a set of easy-to-use tools to fully utilize your internal database while cost effectively managing list use.

- Extracts data directly from your internal database on any combination of demographic criteria for direct mail or email blasts.
- Enables you to plan and manage direct marketing campaigns using SEMtek's Mail Plan process.
- Allows you to send promotional newsletters and measure click through response.
- Monitors effectiveness of mail plans and lists by tracking response rates and ROI.

FULFILLMENT OPTIONS

SEMtek provides you with professional-looking results on your program deliverables, including confirmation letters, rosters, badges, or just about anything else you need.

- Easily prints badges, tent cards, rosters, and other program deliverables from customizable templates, or allows you to create your own with Microsoft Word.
- Enables you to create and generate confirmation, cancellation, and interest response letters as hardcopy or email.
- Set up Continuing Education Units for each program, and generate transcripts of credits earned during the program.
- Use SEMtek's web-based Assessment module to administer tests or to get event feedback.

EVENT MANAGEMENT

Gain the key strategic and tactical management information to enable timely decision making. SEMtek provides event profitability, course attendance, and cancellation analysis along with registration tracking.

- Calculates event break-even registration numbers based on fixed and variable costs.
- Consolidates event financial reports by division, by course, by venue, and by date ranges. Examines profit and loss, budget vs. actual and fiscal year analysis.
- Reviews course attendance and cancellation information by topic and venue.

WEB REPORTING

Gain the key strategic and tactical management information to enable timely decision making. SEMtek provides event profitability, course attendance, and cancellation analysis along with registration tracking.

- Enables desktop integration with Excel, tab delimited text, PDF, XML and E-mail, all with a single click
- Allows you to schedule reports to run once, daily, weekly, or monthly, and delivered by e-mail or saved to the network
- Delivers business Intelligence (OLAP) user interactivity via interface to Excel Pivot Tables

FACILITIES MANAGEMENT

SEMtek's Facilities Management creates a virtual schedule of all your resources for everything from instructors to classrooms to presentation aids. Rent unused space to outside companies for increased profits.

- Manages conflicts for facilities, rooms and instructors.
- Develops proposals and invoices for facility rentals.
- Generates and prints reports on facility setup, food & beverage, AV, and cleanup.
- Tracks catering or other expenses associated with each resource.

ADDITIONAL MODULES

SEMtek is your complete business solution, and with that in mind we have created several optional modules for specific business applications.

- Sales and Inventory System (SIS)
- Accounts Payable (AP)
- General Ledger (GL)

For more information or for a personalized demonstration of SEMtek, contact us today at sales@entrinsik.com or call 919.848.4828.



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SEMtek

best practices software for professional & continuing education enterprises

Information where and when you need it

PROVEN TECHNOLOGY BUILT FROM THE GROUND UP

Since 1984, Entrinsik has worked within the Continuing Education, Seminar, and Conference industries as participants, consultants, and software developers. Drawing on this experience and using a *customer-centric* approach, SEMtek has evolved into the most complete enterprise software package developed specifically for these industries.

A key challenge of every industry executive is finding the best way to leverage the creative energies of the organization's leaders and program producers.

These energies are best spent talking with customers and participants, identifying course opportunities, defining course content, lining up instructors, determining content delivery options, and defining the best direct marketing strategies.

SEMtek incorporates the best practices of *event planning, registration processing, event fulfillment, event financial management, and direct marketing methodology*, so your time and energy is minimized managing these more repetitive, routine aspects of the organization.



BEST PRACTICES SOFTWARE

- ✓ **Comprehensive process control & automation**
- ✓ **Secure, intuitive, ad-hoc web-based reporting**
- ✓ **Event budgeting & full accounting**
- ✓ **Turn-key web shopping cart**
- ✓ **Cost-effective direct marketing tools**
- ✓ **Mature, proven software & support**

EVENT PLANNING

SEMtek takes the worry out of managing your programs by providing a clean, integrated interface to define courses, topics, instructors or speakers, and events or conferences.

- Schedules facilities based on availability and peripheral requirements while preventing double booking. Utilizes venues' past performances as a guide.
- Schedules instructors based on expertise codes, past performances and scheduling requirements.
- Defines event budgets. Tracks actual revenue and expenses to each event.
- Calculates break-even analysis and enables timely and accurate 'go/no go' decisions.

WEB SHOPPING CART

The Web Shopping Cart provides a full e-commerce web solution without creating a parallel web operation.

- Provides a complete information web catalog without any incremental effort.
- Allows current and past delegates to maintain their profiles online, quickly indicating address changes and topical interest areas.
- Reduces customer service workload by pushing data entry tasks to the purchaser.

"SEMtek has served as the event management solution of choice for our global group of companies for many years. It meets all of our requirements from conference management, order entry & invoicing, purchaser and prospective lead tracking, marketing and more."

*-- Ellen Jensen, Director of Database Strategy & Development
The Canadian Institute/American Conference Institute*

REGISTRATION & SALES

SEMtek takes the hassle out of information inquiries and course or event registrations by making all pertinent information immediately available, eliminating the need to re-enter information.

SEMtek software enables you to simplify record keeping, integrate administrative activities, deliver better data to decision-makers, and provide enhanced service to your customers.

- Significantly reduces duplicate database entries with SEMtek's 'Smart Search' feature.
- Interactively provides any event information necessary to complete registrations, including instructor bios, facility information, and course description.
- Quickly records registration information.
- Easily manages discounts, taxes and multiple currencies.
- Immediately validates and processes credit card payments.



"SEMtek has proven to be an efficient, reliable system for managing our continuing education operation and registration services. SEMtek's strong financial features and controls allow us to meet the university's and credit card industry's requirements for cash handling and audits."

The Informer Web Reporting Module permits the creation and delivery of accurate, timely and comprehensive reports for our program staff. In addition, the reporting tools allow us to generate immediate, reliable data for management to support business decisions and strategic planning."

The integrated Web Shopping Cart and online catalog provide a customer experience that is user-friendly and responsive to their needs. Entrinsik's customer service responsiveness to our initial SEMtek customization and limited ongoing support needs has been excellent."

Richard N. Byham
Director, Continuing Education
University of South Florida -
Educational Outreach



Flexible solutions for your enterprise needs