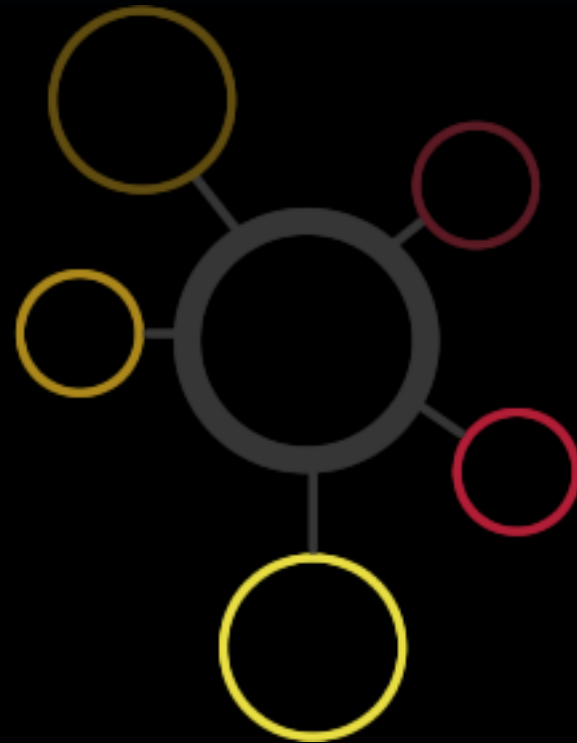


# SYMPHONY

ONLINE



Web design and development solutions for the events market!

# What we're about

Symphony is above all else committed to great looking yet functional website designs and development tailored to the needs of the events industry. We will work with you to create a website and online marketing campaign for your event that serves the needs we identify together. This provides a life cycle from planning / design to after care support and all the technical bits in between.

AND in an industry where first impressions are everything we put our creativity to work to provide stunning aesthetics that get noticed by your events potential exhibitors and visitors.

This Symphony provides harmony you can see!

# Who are we?

Symphony was founded by James Seavers in February 2006, and the company has quickly established itself as a leading provider of web design and development services to the events industry. We remain a small and dedicated team who have a clear understanding of an events marketers needs.

Our clients like the fact that they get to deal with a contact they know they can rely on, and in the events industry in particular, that makes a real difference. Afterall, great event websites don't just happen!



# What can we do for your event?

## Content Management Solutions (Orchestra)

Here at Symphony we understand the events industry, and we understand just how quickly things can move. Orchestra provides the necessary tools and support to enable you to manage the content of your Events website quickly, efficiently and competently.

At Symphony we don't hand you a content managed site and disappear. We are still available for support and assistance from the beginning to the end of your events life cycle.

We make it our business to make your job easier.

## Email Marketing Suite (EMS)

The communication between any event and its potential visitors or exhibitors is paramount. With the Symphony Email Marketing Suite (EMS) we aim to make this as easy and as effective as possible.

There are several packages available depending on how hands on you wish to be. We can take complete control of the process, using your ideas to create stunning looking emails which we will then deliver to your mailing lists or you may want to manage this in-house in which case we can provide an HTML template from which you can create your own branded emails throughout the marketing of your event.

Whichever package you choose the Symphony EMS provides detailed reports and statistics for each individual send enabling you to gauge the effectiveness of your marketing campaign.



*'It's the service and support that really sets Symphony apart!'*

Neeshat Wadud - Who Do You Think You Are? Live

## Data Capture Suite (DCS)

In the events market a visitor to your website this year is a potential visitor to your event the year after or even the year after that so capturing their information first time is vital for the future marketing of your event. This is even more pertinent when it comes to capturing information about your exhibitors.

With this in mind, we provide a simple and effective Data Capture Suite (DCS) allowing you to create forms, which can then be embedded into your site. You can set-up multiple data capture forms throughout the cycle of your event for various goals, newsletter subscriptions, competition entries, exhibitor interest etc. You are in complete control of the fields contained in the capture form and able to specify which information is mandatory and which is optional. This information is then stored in a database which can be used for your events marketing campaigns.

## Search Engine Optimisation (SEO)

Online marketing is essential to the success of any Event and is fast becoming a primary drive for ticket sales. Search Engine Optimisation (SEO) is a crucial tool in the armoury for any events site. With the Symphony SEO package we will work with you to get your site ranked by the search engines to maximise visitor traffic. We will concentrate on the following key areas in an effort to drive your traffic upwards:

- Site content
- Individual page titles and descriptions
- Site architecture and navigation,
- Keyword terminology
- Regular submission of updated XML sitemaps

These steps will lead to increased site traffic generating increased exhibitor / visitor interest and ticket sales.



## Exhibitor Information Centre (EIC)

With every event there's information that you have to provide to your exhibitors, this could be the event manual or various forms that need completing prior to the event. The process of emailing these to your exhibitors, one by one is extremely time consuming. So, at Symphony, we have a process to eliminate this workload - meet our Exhibitor Information Centre (EIC).

On logging into Ensemble, the Exhibitor will be presented with a link to their own EIC. Due to the flexibility of this system the link could be related to the exhibitors show category, as we understand not all your exhibitors may require the same information. After accepting your specified Terms and Conditions, the Exhibitor can then view and download their documentation.

Now all of this may seem quite simple and that's because it is! But often it's the simple things that people overlook. Here at Symphony we are always looking at ways to save you time, and in an industry where time is of the essence that is priceless!

## Exhibitor Management System (Ensemble)

Exposure is important to your exhibitors, it's the main reason they attend your event. Ensemble lets you upload your exhibitor information quickly and easily in one simple step. Once you have uploaded the Exhibitor information each one will receive an email with their username and password details. This is where they take control of their space on your site, allowing them to add their logo, a description of their company and information and images of their products and services. This frees up your time, and makes sure that your Exhibitors are promoted in a way that harmonises with their own brand.

In a nutshell, Ensemble equals less work for you, better exposure for your exhibitors and a great looking Exhibitor list to help generate interest and ticket sales.



*Phew – that was easy – if only it was always like that!*

Hellen Beveridge - Smooth Events

## Online Brochure

If you have taken the time and money to put together a great looking sales brochure why not let your audience benefit from your hard work.

At Symphony we give you the opportunity to display your brochure online. We will web optimise the document and host this as a flash movie, this will allow your site visitors to flick through the pages of your brochure as if it was right there on the desk in front of them. We can also host this as a PDF enabling it to be downloaded by whoever is browsing your site and then forwarded to others they believe will be interested in your event.

This is just another way that a Symphony events site does some of the marketing legwork for you.

## Statistics Management Package

Symphony websites come complete with a state of the art statistics package that will blow your mind! The package tells you everything you need to know about the users of your site, what they did when they were there, how they got there and much, much more.

Our statistics provide live data, allowing you to monitor your sites performance, throughout the course of your events marketing campaign and beyond. This allows you to see what works well on your events website and what might need rethinking, so it's not just about looking at how your site has performed after the event. By setting goals, and constantly reviewing your statistics, you will be able to plan more effectively. Which naturally leads to:

- More sales
- Happier visitors
- Repeat exhibitors
- Increased traffic

By doing this, we will make your events website work harder and smarter when it matters most to you.



*'Delivering the best web solutions, creatively, technically AND on budget. Its a real pleasure working with them'*

Gemma Courtenay - Top Gear Live

# What makes us different?

It seems intangible, but the biggest difference we make to our clients is the level of service and support we give to them. After all, we are developers as well as events specialists, which means that we are constantly delivering innovative solutions tailored exactly to our clients needs.

Further more we are extremely responsive to our client's requests. We continually hit deadlines even when the odds are stacked against us, and in an industry that can move so fast a quick turnaround is essential and with Symphony that is exactly what you get.

Quality service delivered on time, every time.

You will also be pleased to know there are no hidden extras in our quotations, we quote based on your requirements with hosting, domain name and bandwidth all included in the cost. This means you receive a fully functional great looking site that does exactly what you want it to with no nasty surprises to your events budget.

We could harp on all day about the quality of our product and service, but don't take our word for it, turn the page and see what our existing clients have to say ...



# Testimonials

“Symphony have worked on a number of websites for me over the last few years and I am always extremely pleased with the results. They listen to the brief, carefully consider and always deliver the best solution both creatively, technically AND on budget! It’s a real pleasure working with them.”

**Gemma Courtenay, Brand & Marketing Manager - Top Gear Live**

“I really like this – so let’s get building it onto the CMS system asap  
Phew – that was easy – if only it was always like that!”

**Hellen Beveridge - Smooth Events**

“I have worked with Symphony on a number of high profile events, and I would not hesitate to recommend them. Symphony clearly understand the events market.”

**Rob Herdman - Gordon Ramsay presents Taste of Christmas**

“It’s the service and support that really sets Symphony apart!”

**Neeshat Wadud - Who Do You Think You Are? Live**



## GORDON RAMSAY PRESENTS - TASTE OF CHRISTMAS

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THE MINDS EYES  
**style** IN THE CITY BIRMINGHAM  
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The ultimate day of indulgence!

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A CITY-WIDE FASHION AND BEAUTY FESTIVAL!  
Offering guests the ultimate live fashion experience, the 2009 event will take place from Thursday 23rd - Saturday 25th April 2009. Visitors will be whisked around the city on their very own transport system to experience a whole host of fabulous venues, events, entertainment and shopping treats.

Due to the popular demand last year The Oasis has tripled in size, accommodating many more beauty brands and experiences.

Many of Birmingham's top retailers have already pledged their support for Style in the City 2009, including Bullring, Selfridges and House of Fraser, who will be hosting exclusive events and promotions on every floor.

STUDENT-DESIGNED PAPER DRESS IS JUST THE TICKET  
Fashion students from Matthew Boulton College put their sewing skills to the test when they were tasked with creating a haute couture dress made out of nothing but paper.

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2009 OF MODERN LONDON

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## WHO DO YOU THINK YOU ARE? LIVE

WHO DO YOU THINK YOU ARE? Live  
THE NATIONAL HISTORY SHOW  
27 Feb - 1 Mar 2009 Olympia, London

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Welcome to Who Do You Think You Are? Live 2009

If you have ever wondered what your ancestors were like, where they lived or what they did for a living - this is an event where you can make incredible discoveries about the story of your family.

With the largest gathering of TV historians, family history experts and nearly 200 exhibitors - this is a unique opportunity to fill in the gaps in your family tree and make your connection to events in history.

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New celebrity announced! Matthew Pienist

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*ci* the change institute

  
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Network

**taste**

# Get in touch

If you would like to get in touch with Symphony, you can email us, write us a letter (how quaint), or simply telephone us on the number below.

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