from no system to a complete event management process. automate, customize, personalize and focus on creating new opportunities.

our hero

The Connecticut Technology Council (CTC) is a statewide association of technology oriented companies and institutions, providing leadership in areas of policy advocacy, community building and assistance for growing companies. Speaking for over 2,000 companies that employ some 200,000 residents, the CTC seeks to provide a strong and urgent voice in support of the creation of a culture of innovation.

Their mission is to build an interactive community of innovators and supporters that can create a thriving economy, job growth, a global reputation for entrepreneurial support, and a lifestyle that attracts the best and brightest people to come to Connecticut and retains the young people who have grown up in the state.

As the catalyst that brings innovators and their supporters together, the CTC will continue to advocate for the policies that will position Connecticut as a leader in idea creation, workforce preparation, entrepreneurial aptitude, early stage risk capital availability and providing on-going support and mentoring to high potential firms.

> We use etouches to provide not just an easy registration process, but to offer our registrants additional, easily updated information about the event thanks to eHome.

challenge

As part of CTC's mission, they host events that bring together members of the technology community in both small gatherings and large well-attended events. Hosting the largest tech events in the state of Connecticut, they needed a system that would be able to handle the complexity of their bigger events. Paige Rasid, Chief Operating Officer of Connecticut Technology Council, said that they needed a professional system that would get rid of the manual changes they had to make in terms of registration, bio information, seating, surveys and other event information. They had no system in place.

It was important to allow the attendees to make their own modifications and take the communication out of the staff's email. They were looking for a platform that would customize and personalize the event process from registration to their website. By moving to a system that would automate the event process, they would be able to save time and focus on creating new opportunities.

When it came time for the CTC to move from a variety of different tools to a professional event management software system, they chose etouches because of the ease of use and proximity. The increased productivity and efficiency of their large scale events was obvious; specifically when it came to their biggest event of the year, Woman of Innovation. The event celebrates some of Connecticut's most innovate female minds, who are found through nomination or self-nomination.

Prior to using etouches the whole entire process was completed through email registration.

Paige Rasid
Chief Operating Officer
Connecticut Technology Council

Connecticut Technology Council
The Catalyst for Innovation & Growth

Founded in 1994

Organize over 60 events per year

Member of Tech Councils of North America

www.ct.org

Woman of Innovation 2014

Top Category Winners at Woman of Innovation 2014

the intuitive system helped CTC ease the complexity of their events

solution

CTC was able to use etouches from beginning to end when it came to the Woman of Innovation event. In years prior, it was difficult for them to add more questions during the registration process because it would all have to be done manually through email. With etouches and eReg, they were able to add new questions and categories to create a short bio, ask if the registrant would like to be contacted by the media, upload head shots, meal selection and more.

"With one touch, we collected all the information needed for the entire program," said Rasid. This made the process not only easier for CTC, but also for their attendees. They gave their attendees a better UI/UX by having a smooth registration process in place and capturing all the information for their database at once. In addition, by giving their attendees the ability to go back into the system and upload their own files or make updates, CTC was able to focus on other event details.

The difference in the efficiency of their event could be seen when it came to the logistics. When eSeating was developed, the CTC team was pleasantly surprised at how much it helped them. Allowing the attendees to go onto the webpage and make edits themselves to their seating took a big burden off of their shoulder. They no longer had to go back and forth through emails to make sure that their attendees were seated in the appropriate place. It acted as a tracking feature for them to see where they were in the process of seating. The ability to layout their table arrangements and all other room details for the gala made organizing the event a breeze.

While accounting was not one of their original issues, they found that using the etouches platform simplified their bookkeeping process. With the payment settings and reporting that the etouches' modules offer, their bookkeeper was able to see where all of the income was coming from. In addition, etouches integrated with their merchant account which offered a secure connection from their attendees' banks to CTC. Something that was very important to them.

CTC found that the fully integrated system of etouches helped to improve the overall appearance and experience of their events to the end user. etouches allowed them to focus more on event details, stop manually doing processes, organize their bookkeeping, set up a custom and appealing landing page and more. Their experience from the beginning to end was easy with the etouches team on their side; being well-trained in the system early on with demos to contacting the 24/7 support team to get answers immediately.

" Communicating with attendees is easy because etouches email system is so rich – it allows us to customize messaging for speakers, staff, award recipients and general attendees. "

about etouches

etouches is a leader in in-cloud event management software, covering every major function in the event planning lifecycle. Founded in 2008, the company has more than 800 customers in 35 countries. The state of the art event platform created by event people for event people serves a global customer base that includes corporations, planners, agencies, and associations.

The multilingual, multicurrency software offers:

✓ registration
✓ event website
✓ email marketing
✓ project management
✓ budgeting
✓ surveying
✓ mobile App
✓ seating
✓ networking
✓ venue selection
✓ speaker management
✓ and more