

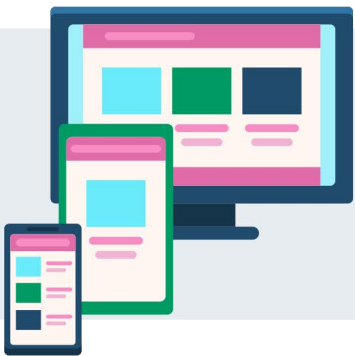
Ultimate Checklist

5 Features to Look for When Evaluating Event CMS Software



Seamless Branding

Seek a seamless transition between the branding of your website and of your event listings. Users should feel like your events live and breathe naturally within your current website.



Place Landing Pages

Place LPs highlight all events that take place at a certain location, regardless of the host. This type of page provides a central outlet for venue logistics as well as another indexable page.



Group Landing Pages

Group landing pages showcase the various locations that share a common host. This is perfect for partners, internal departments, or groups within your community.



Event Landing Pages

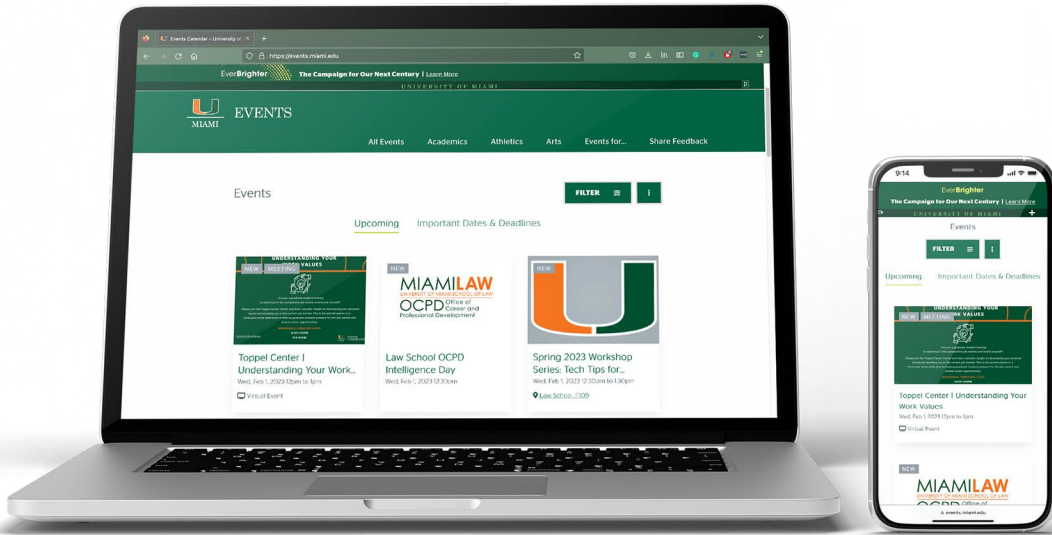
Event landing pages feature the details of an individual event, from logistics and registration to imagery and social proof. Essentially, this is content creation and SEO, powered by automation.



Channels

Channels allow you to curate events based on any grouping you define, giving your team the power to personalize your audience's event experience.





Does my organization need an Event CMS?

Many organizations don't realize they need an Event CMS until they understand the features and functionality they will gain by using one. Here are just a few of the benefits gained by using an Event CMS (data from our customer base at an aggregate):

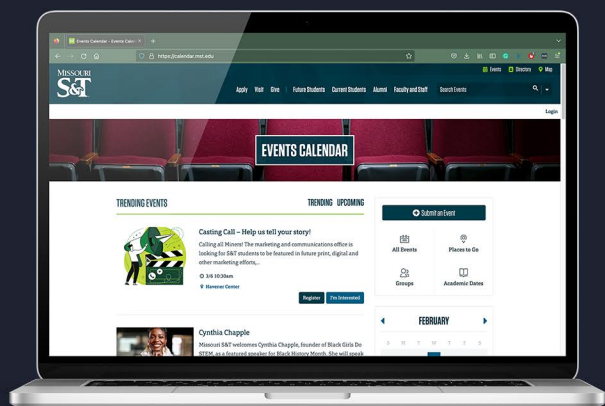
- Significantly increase web traffic, in some cases, as much as 450%
- Reduce time posting to your website as much as 75%
- Increase event attendance, our customers are seeing a 3x increase (or 233% increase) in attendance

Bonus Feature: Admin Friendliness

How much does your university care about admin-friendliness? Having an event tech platform that can handle RSVPs and payments in a centralized way will prove less stressful for everyone involved. Especially one that offers a full-featured API, enabling you to create custom displays of your event calendar content.

Ready to take your event engagement to the next level?

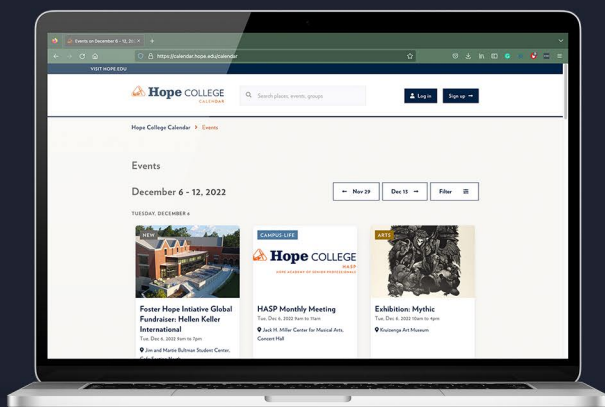
Check out how other universities have leveraged our software, or schedule a call with our team to see if our solution is a good fit.



How this University Increased Event Web Traffic by 450%.

Missouri University of Science & Tech used this events platform to increase traffic and decrease event posting time.

[Read about Missouri S&T](#)



Looking for a Better Way to Manage and Market Your Events?

Speak with someone on our team to see how we can make the most out of your events.

[Request a Demo](#)