SOFTWARE & TOOLS FOR EVENT PLANNERS

www.eventcertificate.com

OPERATIONAL TOOLS

AISLE PLANNER

Planning a wedding is truly an art, which is the very reason why couples rely on the knowledge, preparedness and creativity of wedding professionals who have been down this road "a time or two" to guide them on this extraordinary journey.

Aisle Planner is dedicated to that journey, to those that make these special moments happen, and to the couples who set forth to create the most perfect celebration of life and love.

A valuable platform - complete with ideas, inspiration, advice and planning tools - for inspired, creative and organized planning, every step of the way, so that through it all, couples can stop worrying about all the little details, and focus more on what matters the most - each other.

www.aisleplanner.com

SOCIAL TABLES

Social Tables provides the leading event diagramming, seating, and check-in products. Creating innovative solutions to handle your complex event problems.

www.socialtables.com

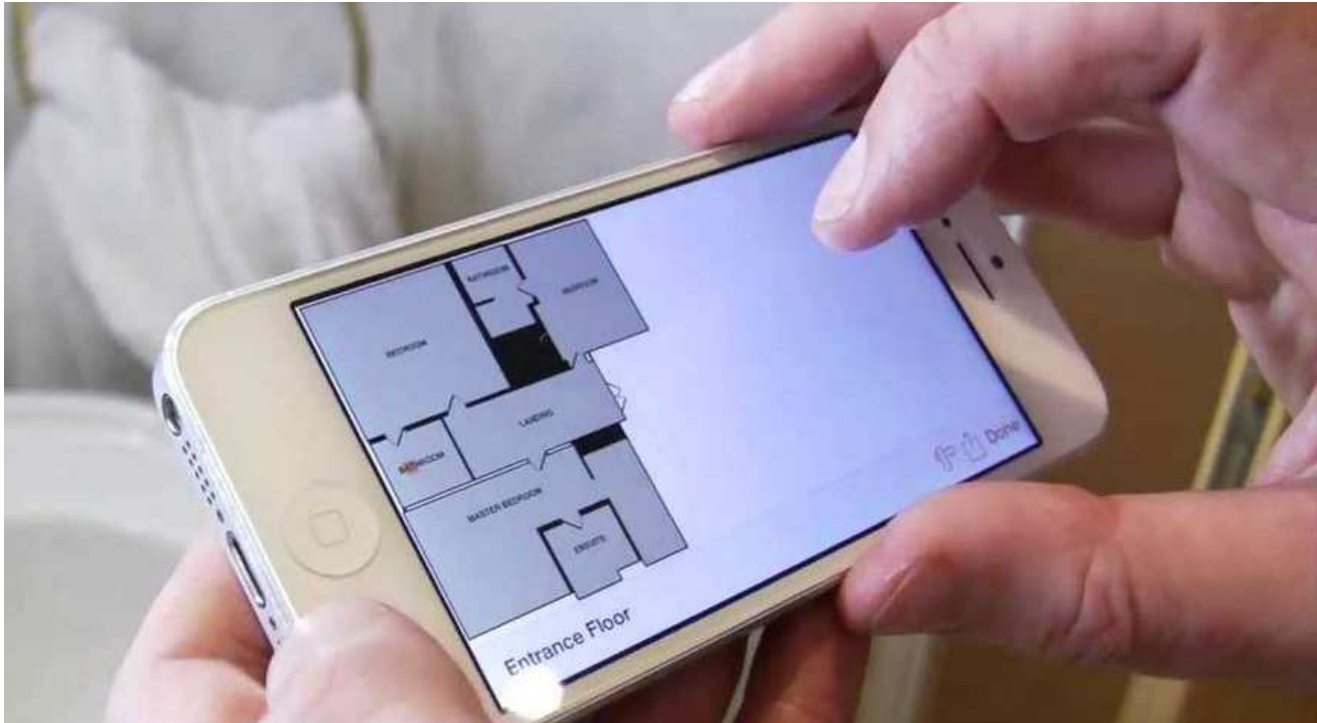# VIVIEN EVENT DESIGN SOFTWARE

Similar to Social Tables, but with more complex programming options, Vivien is an intuitive, 3D event design & planning software for event professionals.

Save time & money with Vivien by creating comprehensive proposals quickly, easily and effectively. Vivien's eye-popping visuals will do the selling for you, communicating your ideas through beautifully rendered photorealistic images. Reclaim the time back in your schedule and win new business with Vivien and it' easy to use features.

http://www.cast-soft.com/vivien/

ROOM SCAN APP

RoomScan Pro draws floor plans all by itself - just touch each wall with your phone!

No Sketching. RoomScan does the drawing, so you don't have to. No Dragging. Add doors to the plan simply by touching the door frame. Instant.
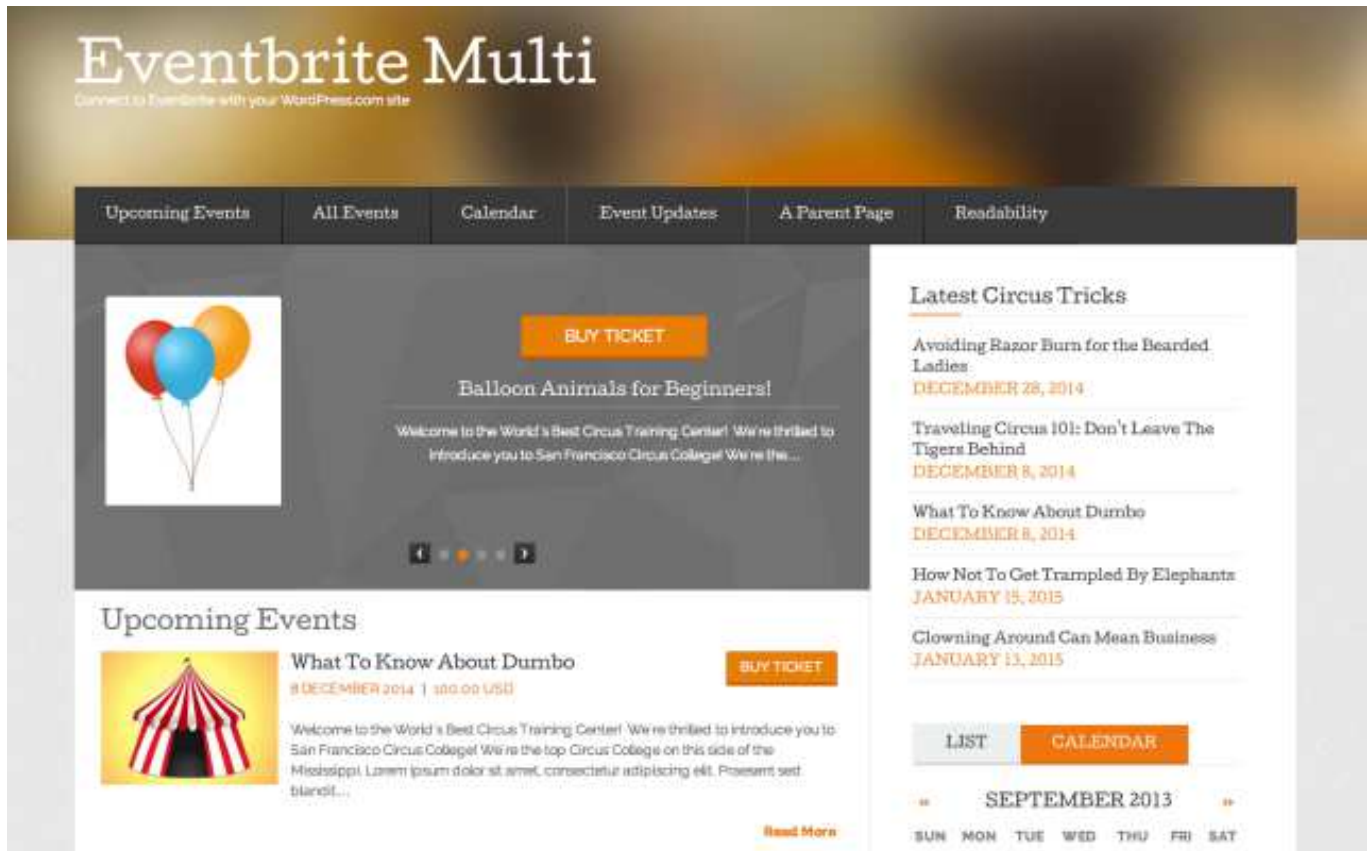
http://locometric.com/

CVENT

Cvent provides online software for Event Management, Web Surveys, & Email Marketing as well as a global event venue directory with over 150000 venues.

Cvent is a leading cloud-based event management company, with solutions to optimize the event lifecycle, including registration, venue selection, marketing, mobile apps, and surveys. Cvent has enabled clients globally to manage 1M+ meetings and events.
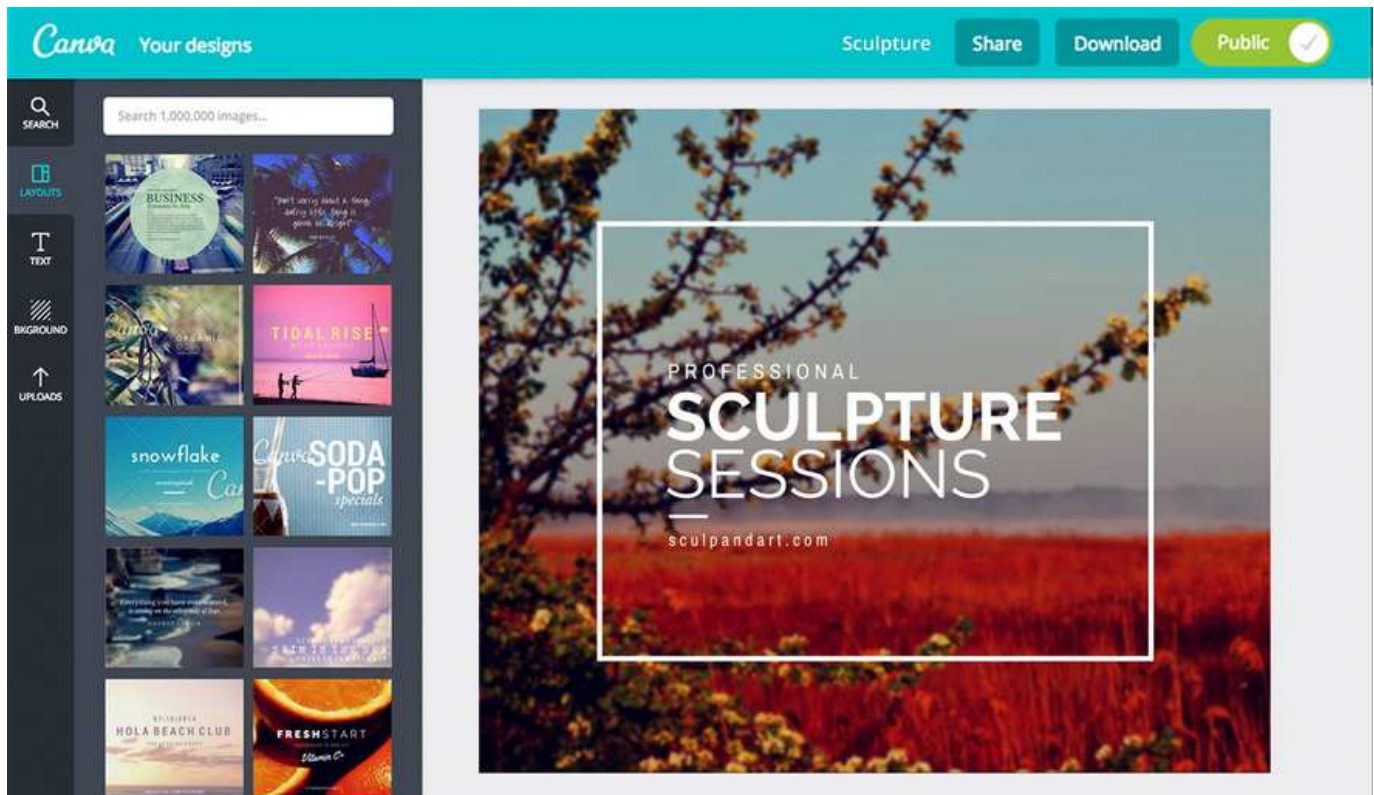
www.cvent.com

EVENTBRITE

Eventbrite is a global marketplace for live experiences that allows people to find and create events in 190 countries.

The platform allows event organizers to plan, promote, and sell tickets to events (event management) and publish them across Facebook, Twitter and other social-networking tools directly from the site's interface. It also enables attendees to find and purchase tickets to these experiences
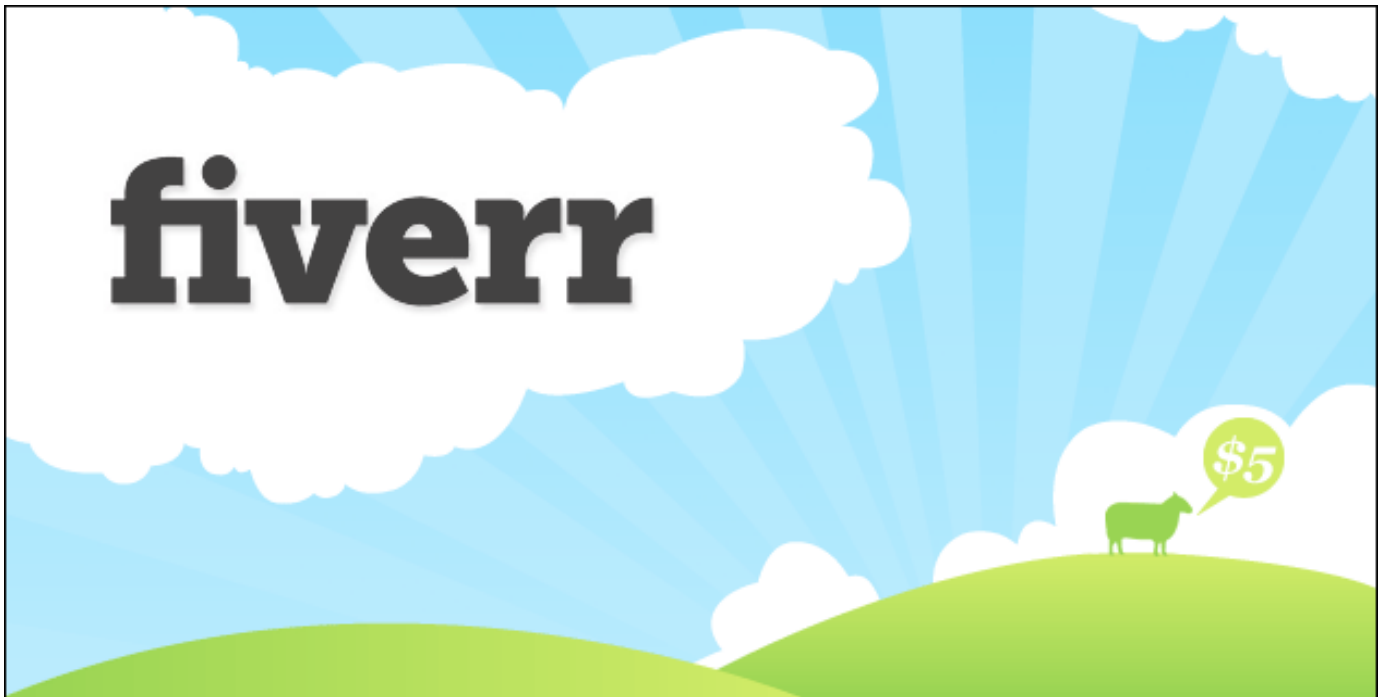
www.eventbrite.com

CANVA

Canva is a free graphic-design tool website, founded in 2012. It has an easy to use drag-and-drop interface and provides access to over a million photographs, graphics, and fonts.

Canva makes design simple for everyone. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and more.

It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

www.canva.com

FIVERR

Fiverr is a global online marketplace offering tasks and services, beginning at a cost of $5 per job performed, from which it gets its name. The site is primarily used by freelancers who use Fiverr to offer services to customers worldwide. Currently, Fiverr lists more than three million services on the site that range between $5 and $500.

This site is great for getting branding materials created at a low cost

www.fiverr.com

BASECAMP

Basecamp is the leading web-based project management and collaboration tool.

The program makes the creation of to-dos, files, messages, schedules, and milestones a breeze for working with your team and clients.You can also easily integrate other programs such as Google docs and other software that makes integration and collaboration easier.

https://basecamp.com

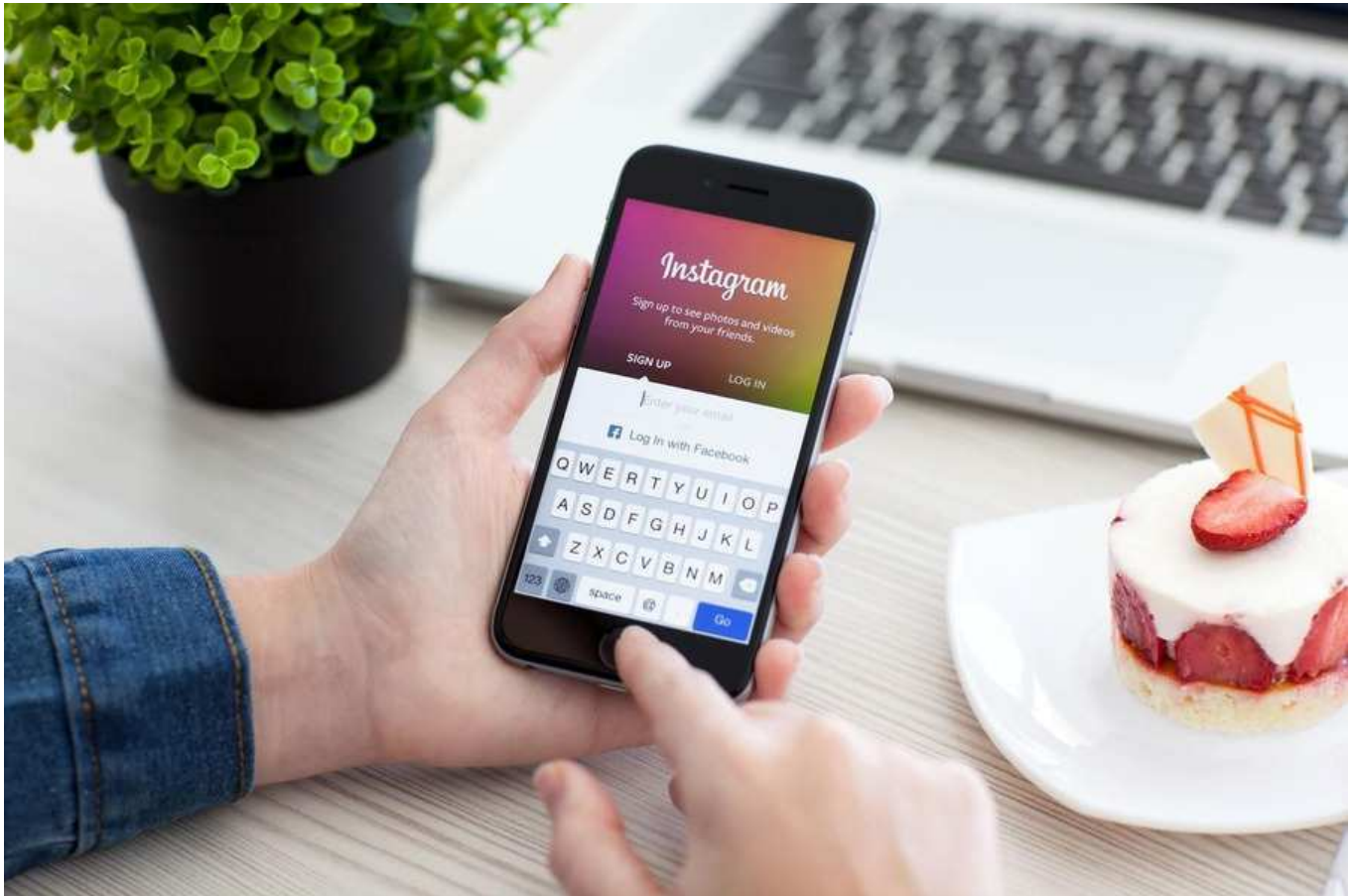# SOCIAL MEDIA TOOLS

PINTEREST

A content sharing service that allows members to "pin" images, videos and other objects to their pinboard.

Pinterest is the world's catalog of ideas. Find and save recipes, parenting hacks, style inspiration and other ideas to try! Great for getting inspiration for event themes and exploring what is currently trending in the event decor industry.

Pinterest can also be used to share photos from your events as a marketing tool for potential clients.

www.pinterest.com

INSTAGRAM

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

Instragram like Pinterest can also be used to share photos from your events as a marketing tool for potential clients.

www.instagram.com

FACEBOOK LIVE

Facebook has been around for a moment, so you might be wondering why it is on this list. Well Facebook Live is the video streaming component behind the popular social media platform that has great implications for event planners.

Social media isn't just about exchanging posts anymore. The tools available have become much more diverse.

One of these resources is Facebook Live,which is especially exciting for event planners looking to interact with their audience in a novel way.

www.facebook.com

HOOTSUITE

Hootsuite is a platform for scheduling and managing social media posts. This makes setting up timely posts to your social media accounts as easy as set it and forget it.

Enhance your social media management with Hootsuite, the leading social media dashboard. Manage multiple networks and profiles and measure your impact.

https://hootsuite.com

TWEETBEAM

A unique visualization of live Twitter updates. Capture the feeling of an event with a TweetBeam Twitter Wall.

TweetBeam gives a really professional looking display to your Tweets including a background of the photos of the people doing the Tweeting. This is great for live events.

www.tweetbeam.com

KLOUT

Klout is a website and mobile app that uses social media analytics to rate its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100.

Keeping track of your Klout score will allow you to better assess where your efforts should be targeted and what social media posts are the most engaging and effective.

https://klout.com

EVENTMOBI

One of many event app options available, EventMobi™ is an interactive mobile event app for conferences and tradeshows. Affordable, fully customized and professionally designed to meet your unique needs.

EventMobi™ created mobile apps for events, conferences & tradeshows that enhance the attendee experience. Available on iPhone, iPad, Android, Blackberry & Windows.
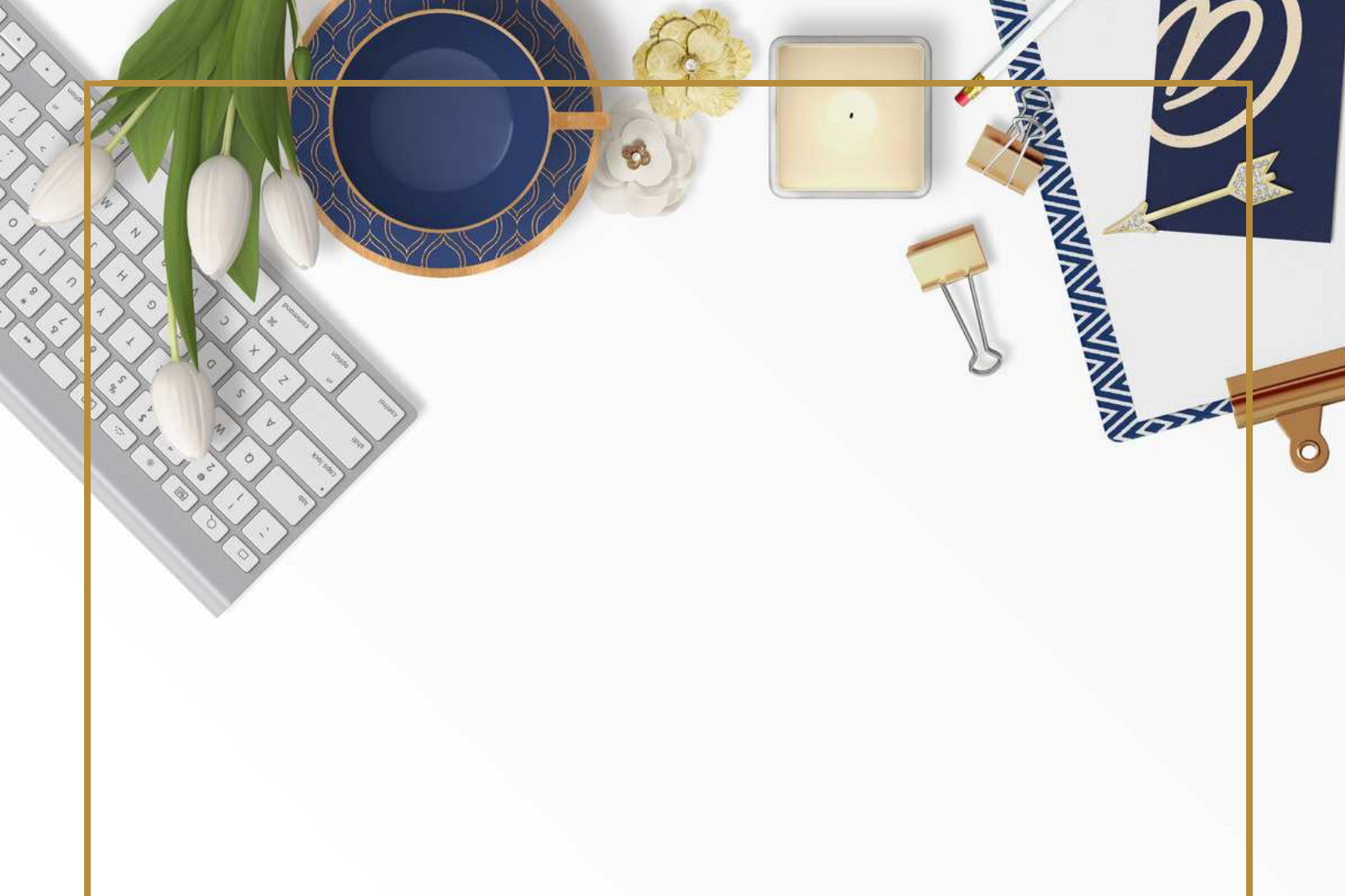
www.eventmobi.com

MAILCHIMP

MailChimp is a complete email marketing solution that allows users complete transparency of campaigns, email tracking, view success and click-through rates, generate custom reports, manage subscribers and un-subscribers. The MailChimp lets you create custom templates and at the same time choose from an array of premade designs and campaigns.

The MailChimp platform is also available on freemium - you can send up to 12,000 emails to 2,000 subscribers (monthly) without any financial commitment and numerous tutorials are available to help you along the way.

https://mailchimp.com

www.eventcertificate.com