

## Events-Tracker

Events-Tracker is an advanced management solution for managing events information, quality assurance and providing an overview of all events.

### Benefits

---

- Users can register their events online
- Publishes information to multiple channels
- Maximises the leverage of an event to benefit the tourism industry
- Improve communication
- Implement efficient planning
- Maximise tourism opportunities
- Utilise information more effectively
- Report efficiently
- Ensure quality control procedures

### Register Events via the Web

---

Events-Tracker provides users with the ability to register their events via the Web. The registration can be undertaken by: the professional events sector; members of a community or volunteers; events venues and organisations; and/or state, regional and local tourism organisations.

### Stakeholder Collaboration

---

Events-Tracker provides the facility for all stakeholders to work together to maximise an event's social, cultural, economic and environmental benefits to the community.

## **User Friendly System**

---

Even the smallest of events groups are able to register their events online via Events-Tracker. The system is very user-friendly and captures a wealth of information about the event. No added software is required by these groups – as long as they have a web browser, they can access the system.

## **Single Repository of Events**

---

Boosting public turn-out to events requires a coordinated and well-planned process. By having all events recorded centrally, visitors and the local community can see what events are happening in their local area, and information about specific destinations. Events-Tracker creates an accurate and authentic source of Events information enabling the Events sector to plan event clusters and avoid major collisions.

## **Quality Assurance**

---

A virtual external or internal multi-location team can take responsibility for quality assurance, reviewing and approving events that have been submitted to the system. Communication can be initiated from within the Events-Tracker system, establishing ongoing relationships between the management team, events organisers and other involved parties.

This quality control process allows event information to be checked for accuracy before being made available to the general public.

## **Improved Planning**

---

To assist with effectively planning events, Events-Tracker has a wide range of functionality. The system allows stakeholders to add and maintain reference tables of venues at which events may be held, and the organisations involved in running them.

## Integration

---

Events-Tracker can be fully integrated with your finance and other enterprise systems.

## Next Generation, Web-Based System

---

Events-Tracker's web interface makes it very user friendly. This ensures high levels of user acceptance as it has the same look, feel and features as a normal web browser – with which nearly everyone has had exposure. Events-Tracker is a next generation component based business system, using web technologies.

Key benefits of this technology and approach are:

- Minimises risk through the use of structured methods
- Focuses on business processes and needs rather than technology
- Easily tailored to individual requirements
- Ability to re-use components, which will lower the cost and shorten delivery time if additional functionality is required
- Portability – reflecting the fact that government departments restructure over time.

Being a “thin client” lowers the cost of IT support, as no software needs to be loaded onto PCs. As long as the user has access to a web browser, they can access the system.

## Contact Us

---

Please contact us for more information:

**Address:** ICS  
11 Morrison St  
Hobart, Tasmania, 7000  
Australia

**Australia:** Phone: +61 3 6223 3559  
Fax: +61 3 6223 8734

**United States:** Phone: (415) 240 4713

**Email:** [info@icsmultimedia.com.au](mailto:info@icsmultimedia.com.au)

**Website:** [www.icsmultimedia.com.au](http://www.icsmultimedia.com.au)