

Media-Tracker

Media-Tracker is a powerful business tool which supports your Visiting Journalist Program (VJP), ensuring your state or region receives the maximum return on investment from supporting visiting journalists, VIPs or trade person groups.

Benefits

- Web-based management tool
- Meets individual government needs
- Supports your Visiting Journalist Program (VJP) and VIP and trade visits
- Utilises market intelligence information more efficiently
- Better manages customer experiences
- Reduces labour resources by a simple to use system

Monitor and Maximise the Return on Investment

All finances are able to be tracked through Media-Tracker. It will record all the invoices, documents and budget information and compare it to the value of the publicity generated to determine the return on investment from sponsoring a visit.

Media-Tracker will also track the overall return on investment from supporting certain delegates or organisations, so you can determine which delegates or organisations are providing you with the most value.

Save Time

The system provides efficient logistical support to domestic and international visits. As your marketing departments continue to have a constant inflow of visits it will allow you to easily manage increasing visits. The web interface allows international managers to log in to the

system and enter visit, delegate and organisation details. This prevents the double entry of data, therefore reducing time. Even junior staff are able to assist in the role of organising visits, as all the steps and procedures are already in place. Consequently, Media-Tracker saves you time and effort.

Improve Your State or Region's Professional Image

By having a more efficient and robust enterprise system to manage visits, Media-Tracker allows your state or region to improve its professional image by producing higher-quality itineraries, and efficiently managing the visitor experience. Flexible and efficient reporting allows easy access to any management information required.

Media-Tracker will automatically generate brochure-quality itineraries for the delegates and guides, including full-colour pictures and background information regarding the areas at which they will be staying or visiting. Itineraries can be customised for each delegate if they will be participating in different activities. You can also include extra information that is only applicable to either the journalist or guide.

Improve Communication

Media-Tracker is a web-based system that allows users to access and share information relevant to a visit, greatly improving communication within the department and to stakeholders. This means you will always have the latest version of events.

Media-Tracker also gives you the ability to book and confirm bookings via email. All email correspondence and attachments can be recorded, as well as other relevant documents. This centralises all relevant booking and visit information.

Flexible Reporting

All data is recorded by Media-Tracker – the story output, the tourism operators and regions. It also records extensive information on the journalist or VIP themselves, including the organisation they work for and different trade groups. Media-Tracker has flexible reporting ability which enables you to retrieve and utilise information more effectively. All reports can be fully customised to meet your needs.

The system also allows you to track themes of stories and rate the articles, allowing you to review feedback about locations and consider necessary improvements. You can easily share this information with the tourism operator. Customised reports are easy to produce, providing you with the information you need at your fingertips.

Next Generation, Web-Based Systems

Media-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. Media-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.



The next step to maximising your return on investment

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

Website: www.icsmultimedia.com.au