



# Take your events to a whole new level of success

 **EventPro® Software**  
your complete event management solution

[sales@eventpro.net](mailto:sales@eventpro.net)

[www.eventpro.net](http://www.eventpro.net)

1-866-920-7996 TOLL FREE

What do YOU need to do?

**Schedule Spaces • Plan Events • Manage Resources**



EventPro Software combines functionality for **event planning, venue booking, catering management**, and much more into one comprehensive solution that meets your unique needs as an event professional, regardless of your exact job title.

Whether you are an event planner, venue manager, caterer, or something in between, the **modularized** design allows you to create an EventPro system that is tailored to your organization's specific needs, delivered in the **Cloud** or **On-Prem**.

## Built on a Solid Foundation

EventPro is developed by Profit Systems Inc. (PSI). We've been developing and supporting management software in-house since 1985.

EventPro Software is built on a **solid foundation**, but we're also **always evolving**... ready to take on the challenges that today's busy event professionals face!



### "Lowered my stress level exponentially"

Everything in EventPro is streamlined and intuitive. EventPro has given me hours of my "work time" back and lowered my stress level exponentially!

We are in the hospitality industry and customer service is key. Everyone we spoke to said the customer service and training were phenomenal with EventPro, and they were right!"

- Jenny L., Dutchess County Agricultural Society, Inc.

### "Most used tool in our tool belt"

EventPro has been a great addition to our office. Besides the ease of booking an event in the computer, it has allowed us to effortlessly filter for certain events, run reports, pull emails for marketing blasts and see what our sales are looking like for future months. EventPro is, by far, the most used tool in our tool belt.

- Jennifer R., Longaberger Alumni House

## Looking for Something Different?

Are you happy with your current event management system? Or are you looking for something *different*... something that **simplifies** your workday and makes your job easier?

Even if your current system is not the right fit, we understand that trying something new can be nerve wracking! That's why we pride ourselves on our **consultative** sales approach. We want to ensure that a move to EventPro is worth it for your organization.

Every conversation leading up to the decision to purchase was friendly and helpful. It never felt like we were being "sold" something.

It very much felt like EventPro staff knew they had something great to offer, and didn't need to do a hard sell, instead it was as if we were friends discussing a better way to get our work done.

- Jenny L.,  
Dutchess County Agricultural Society, Inc.



Their pre-purchase support and presentations provided a clear understanding of what we were purchasing, and provided a high level of comfort for all Gallery staff involved in the procurement process.

This flowed through to the implementation phase, where we received a high level of support and attention to detail in meeting our specific business requirements.

- Art Gallery of New South Wales.

## Boost Productivity & Profits with One Centralized System

In the competitive event planning industry, your events have to meet and exceed your clients' **high expectations** so that they come back, and bring more clients with them.

EventPro Software is the **user-friendly** solution to take your events business to a new level of **efficiency**, so you can concentrate on providing **better service** to your clients and attendees.





# Software Deployed YOUR Way: Cloud or On-Prem

You can deploy EventPro the way you choose:  
**Cloud** or **On-Prem** (desktop/network installed).

Cloud-based software is convenient, adaptable, and mobile friendly, allowing you to work in EventPro **anytime from anywhere** on any device with internet access.

However, some clients still prefer the benefits of **installed** software. All EventPro applications have the **same functionality**, so how you access it is up to you.

Every event planner is unique! Your EventPro Solutions Consultant will be happy to discuss **On-Prem** versus **Cloud** options in relation to your business.



## Top Features in EventPro Software

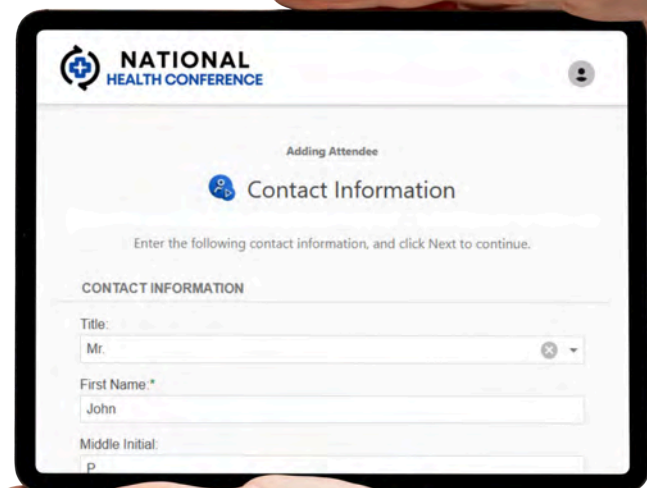
We can't fully describe all of EventPro's features in this brochure, because you'd be reading all day! Instead, here are some of the top features that meeting & event professionals ask about.

### Online Registrations

Registering event attendees is no longer a time-consuming chore with EventPro's integrated **online registration** tool!

With easy-to-create, **customized** registration forms that contain the data entry fields you've selected, your attendees can RSVP, select event functions, choose travel and accommodations, buy merchandise, register guests, and even pay on the spot – **all online**.

Make registration **faster, easier**, and more **convenient** for everyone – especially yourself!



## Automated Notifications

EventPro's Virtual Assistants can **automatically** send **email** or SMS **text notifications** to selected users upon detecting certain occurrences in your EventPro database: a task is assigned, a new booking is made, event catering is changed, an attendee registers for an event, an invoice becomes overdue, and so on. For email notifications, you can typically attach EventPro reports and other files.

Other Virtual Assistants can automatically perform set actions on time intervals, e.g. **sending reports** to users, exporting invoice data, pushing events to online calendars, or syncing event locations with online calendars.

### "A game changer for our team"

Virtual Assistants. The auto-responders have been a gamechanger for our team. We use about 15 different auto-responders that are each triggered by something different & send a variety of messaging out to our clients. We were doing all of this manually before. Having this automated has saved us a lot of time.

- Caitlin, Chesapeake Bay Foundation

## Reporting

EventPro comes with a suite of **professional, customizable** reports, including event confirmations, invoices, BEOs, revenue vs cost, utilization, catering, event itinerary, attendee lists, and many more.

You can print, view, or save reports to file, or **email** them **directly** from EventPro.

Another feature I use and find helpful is the advanced filtering for reports...this has allowed us to export specific and powerful sets of data to use for analysis or day-to-day processes.

- Michael, UBC Robson Square

The Reporting is very user-friendly and versatile, and we find it to be a huge benefit.

- Hailey, Minnesota Landscape Arboretum

## Integrated Budgets

Don't struggle with finicky, error-prone spreadsheets! EventPro's stress-free budgets track revenue and cost items **as you work, automatically updating** in real-time for accurate results.



The image displays three overlapping screenshots of reports generated by EventPro. The top report is an 'Event Confirmation' for a company banquet on Friday, January 31, 2025. The middle report is an 'Attendee Itinerary' for George Ranger on Thursday, February 06, 2025. The bottom report is a 'Function Seating Chart by Table' for a company banquet on Friday, February 06, 2025, showing a detailed seating arrangement for 100 guests across two tables.

## Customizable Layout

EventPro's layout is **customizable** on a user-specific basis, meaning you and your team members can have different screen setups adjusted to your individual **preferences**. Instead of clicking through tabs and grids you don't need, your **personalized** layout frees up your time to get real work done.

The best part is how customizable it is. We each can have our own layout (column chooser), which makes it easier to work with the information we want. As opposed to it being just one standard layout for everyone. We can customize so much, which leads to a more efficient work day.

- Stephanie, Georgios Banquets

## Data Analysis Suite: Dashboards & KPI

This is a **powerful duo** of flexible, easy-to-use reporting tools that deliver the **real-time data** you need for informed decision making.

**Dashboards:** Gather real-time data in a personalized, **easy-to-read** layout with visual components like charts, grids, gauges, and more. Track progress and make comparisons for smarter **on-the-spot decisions**.

**KPIs (Key Performance Indicators):** Evaluate success using the measurements that are relevant to you. **Track performance** over time with rolling analysis of data, displayed in easy-to-view **sparklines**.



## Customize Your EventPro

With EventPro's **flexible** and **modularized** design, you can choose the modules you need, without wasting resources on those you don't.

**THE RESULT:** a system **customized** to your unique needs, without unnecessary bells and whistles to slow you down.



# EventPro's Benefits for YOU

Here are just a few of the benefits you will experience when switching to EventPro...

## Centralized, consistent information

Enter information in EventPro **just once** - clients, suppliers, equipment, resources, venues, and more - and it will be available throughout the entire program for easy access.

Organizing event details becomes so **easy!** Add details to an event **with a click** instead of laborious and error-prone retyping.

## Make informed decisions and work smarter

EventPro has many **detailed reports** to compile all of the information you need about your events and business operations. Find long-term patterns of success and failure that you may not notice day-to-day, and use this **knowledge** to better allocate your time, resources, and energy.

## Be confident that tasks are done

EventPro's Tasks and Pop-up Reminders help you stick to your **event timelines** and meet your **deadlines**. Create a list of commonly used standard tasks and completely customize your own advanced "to-do-list" for each event - tracking the time spent on each task.

## Flexibility for any event, any organization

EventPro is **flexible** and completely **adaptable** to any kind of event and any kind of client. Event categories, budgets, functions, attendee types, registration packages, task timelines, venue setup types and much more are all defined by you - **customized** to the needs of your business. If the many built-in fields and comment tabs don't cover your specific requirements, you can add user-defined fields.

## Better customer service - keep them coming back

**WOW** your clients with total **knowledge** of their events and requirements. The built-in Customer Relationship Management (CRM) tool allows you to **track all information** and **communications** related to your clients so that you can respond to their requests with tailor-made options.

## Better organization

EventPro keeps all of your event planning **tools and data** in **one place** so that you don't have to switch from application to application. The all-in-one functionality means you can organize all of your events in one **integrated** program.

## Reduced repetition - increased productivity

Don't waste valuable time and energy with repetitive work when EventPro can **automate it for you**.

Save time and reduce data entry with your own customized **Event Category Templates**, which allow you to instantly create detailed events with selected elements already set up. Never retype an email again with EventPro's **Mail Merge** and **Letter Templates**, which allow you to merge client and attendee information into letters and mailing labels. In the Finance area, you can generate entire **Invoice Batches** simultaneously with the built-in automated invoice generator.

EventPro's out-of-the-box system functionality is wide, strong and reliable. They were also able to adapt the software to meet our very specific and sometimes challenging business model.

- Art Gallery of New South Wales



# The Features You Need

Here's just a partial list of powerful features you'll come to rely on with EventPro!

- event detail organization
- event templates & event copy
- resource & inventory management
- catering & beverage management
- staffing management
- resource packages
- flexible invoicing options
- mail merge & letter templates
- floor plans & layouts
- automatic room rates
- tasks with automated reminders
- integrated finance
- event budgets
- invoice data export
- dashboards & KPI
- on-site lodging management
- shared booking calendar
- booking wizard



- attendee management
- customizable registration packages
- flexible registration fee structure
- table & seating arrangements
- attendee travel & accommodations
- function itineraries
- speaker assignments
- exhibitor registrations & booths
- integrated, detailed reporting
- customizable reports
- CRM (customer relationship management)
- supplier management
- sales & leads management
- online bookings & requests
- online registrations, RSVPs & payments
- online calendar publish & sync
- automated email & SMS notifications
- electronic signatures

Remember - EventPro's flexible design allows you to **choose** the **optional modules** you need.

There are even more features in EventPro... but instead of describing them, we think that **seeing is believing**. That's why we offer a free **no-obligation online demonstration** of EventPro, personalized for your specific requirements to make the best use of your time.

## "Unparalleled customer service"

Attendee management is the backbone of my business. It allows me to manage the schedule for each event (speakers and their assigned sessions) and effectively communicate with them.

EventPro has unparalleled customer service from sales to finance... As a small business, I am grateful to have the EventPro team at my service to keep my business moving forward.

- Jennifer A., Agri Meetings, LLC

## Contact Us Today for a Demonstration

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**www.eventpro.net**





# Why Choose EventPro Software?

## Experienced

We aren't new to the software world! You get the benefit of our 40+ years of experience in developing, implementing, and supporting management software.

## Reliable

We focus on retaining second-to-none staff, instead of outsourcing to strangers. At our company, we have a number of people employed with PSI for over 20 years, so you'll get to know your EventPro team very well.

## Understanding

We work closely with our valued, long-term clients to create feature-rich, user-friendly software that event professionals need.

## Responsive

Your feedback counts! Software enhancements and new features are developed in direct response to our clients' needs.

Over the years I have been incredibly pleased with the responsiveness and helpfulness of customer support.

- Michael, UBC Robson Square

## Development-Focused

We don't push out flashy buzzword-driven products just for the sake of having something "new." We're a development-focused company right from the top – our President is also our Lead Developer – which means we are all about providing high-quality, useful, purpose-driven software.

## Helpful

Need a hand? Our friendly Support experts are here to help you get the most out of your software. Our dedicated, in-house Support team works right alongside sales, training, development, and administration - one united team committed to continuity of service.

The support team is hands down the best support team I have ever encountered.

- Gráinne, Save The Bay

Shout out to your support team. You guys are the best. Your team is extremely knowledgeable, courteous, customer-focused, and an absolute pleasure to work with.

- Michael, Appleby College

Support is amazing! They are super helpful and are always willing to help me learn how to manage our own systems.

- Tanya, Goen South