

# Event Management Whitepaper

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## Brief Overview

Osource India Pvt. Ltd. has the expertise in bringing together expeditious and precise data processing with technologically advanced software and state-of-the-art security measures, enabling clients to tap into proven resources and methodologies. Professionalism and quality are our hallmarks and our collaborative, people-centric culture has enabled us to acquire and retain customers of repute.

Osource has handled events like IPL I & III, India-Australia T-20 International match and other big events. Osource is capable of handling large audiences with the help of its proven competencies in event management, access & process management, data management, onsite support etc. Osource is expert in providing end-to-end services for handling events with the help of its own expertise in creation of websites specifically for the event, managing data, facilitating attendees, online registration, on the spot registration, distribution of event passes/tickets, collection of payments, box office payments etc.



There are various challenges that come along with the handling of events. Some of them are:

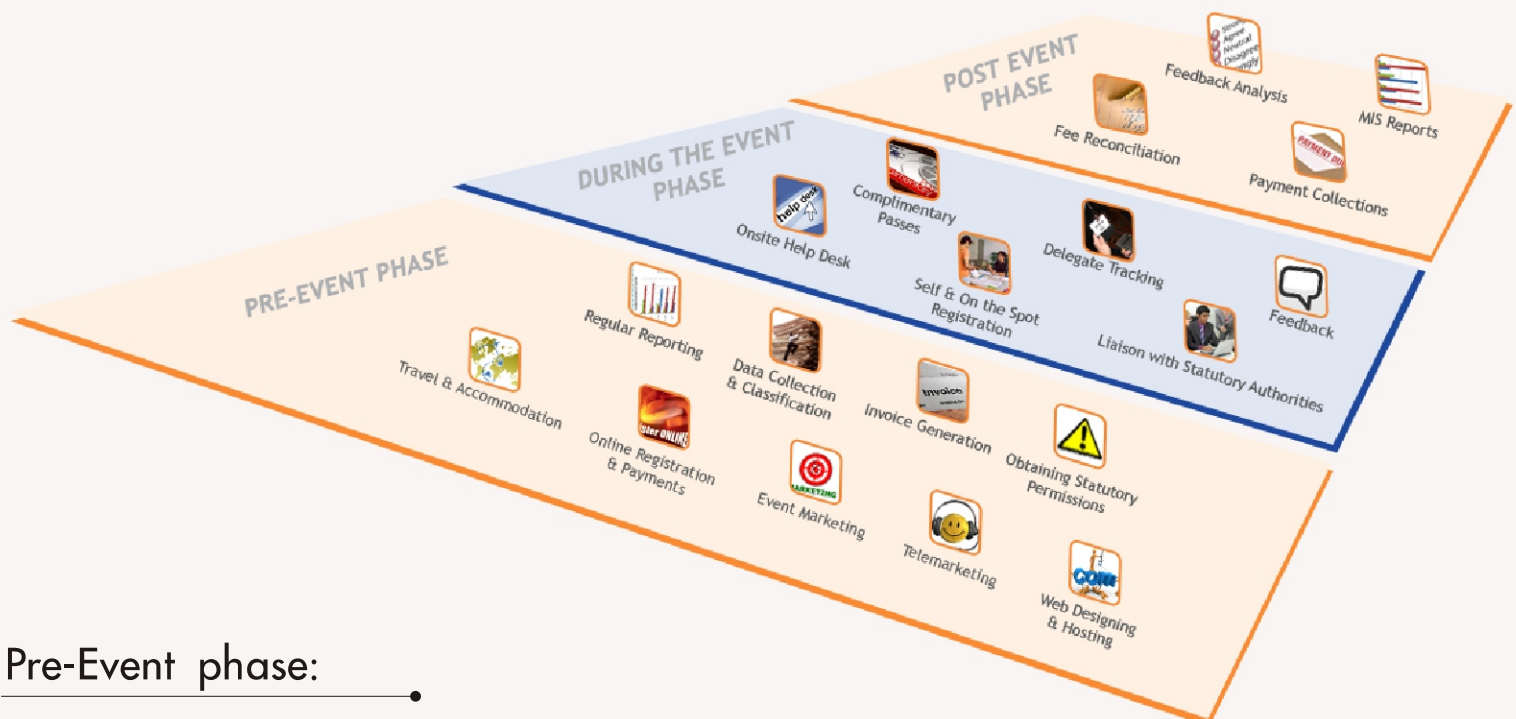
1. Obtaining various statutory approvals required for organizing an event.
2. Creating multiple channels to facilitate registration of delegates/distribution of tickets.
3. Facilitating on line payment through Bank's Payment Gateway
4. Registration Management at time of event.
5. Attendee verification at the time of event
6. Timely collection of Payments.
7. Payment Reconciliation

## Osource's Solution

Osource's assistance to its customers in organization of an Event can be broadly classified in three distinct phases as under:

- 1) Pre Event Phase
- 2) During Event Phase
- 3) Post Event Phase

The details of services offered by Osource in these phases are detailed below:



### Pre-Event phase:

**Website Designing and hosting** - Design and host an attractive Web site detailing the salient features of the event along with the client's contact details.

**Event Marketing** - Osource, if mandated by the client, will use various forms of direct & indirect marketing to attract attendees for the event like telemarketing, invitation mailers, brochures, pamphlets, SMS campaigns, social media marketing etc.

**Online Registration** - Once, the website goes live, the Delegates/Attendees can enroll for the event online.

**Online Payments** - The website will act as an Interface to Payment Gateway to enable attendee/delegates make payments online towards event fees as also for travel and accommodation.

**Payment Flexibility** - The Delegates/Attendees will have the flexibility to make payments in multiple currencies via multiple modes like Cheques/Electronic Fund Transfers etc.

**Travel & Accommodation Reservations** - Based on the request received through online booking, Osource will facilitate travel and accommodation reservation through official travel & hotel partner of the client.

**Obtaining Statutory Permissions** - For holding an event, there are numerous No Objection Certificates/Permissions required to be obtained from various statutory authorities such as Police, Collector, etc. Osource using its expertise and domain knowledge will assist the clients in procuring these permissions speedily.

**Invoice Generation** - Invoice will be automatically generated once the online registration and payment is made. Other documents like corporate invoice, receipts, etc. are generated by our back-office team.

**Provision of Statutory Documents** - On request by the client, Osource can also provide statutory documents like Vendor registration form, Service Tax Registration copy, Pan Card copy etc.

**Classification of Data** - For the purpose of MIS and future analysis, the attendee data would be classified on the basis of GROUPS and VERTICALS they belong to.

**Reminders** - Reminders in the form of mailers, SMS and phone calls to the attendees regarding event schedule and payment status will be issued regularly.

**Regular Reporting** - Generation of regular MIS reports to indicate target vs actual registration and details of payments received.

**During the Event Phase:**

**Liaison with Statutory Authorities** - Osource representatives at the event site will liaison during inspection by various statutory authorities.

**Self Registration** - Computer stations will be setup by Osource for pre-registered delegates to self check-in themselves and smoothly generate their delegate badges.

**On the Spot Registration** - Osource's team at site will verify registered delegate, attend to on the spot attendees, billing & receiving their payments, making the necessary arrangements and updating the database.

**Delegate Tracking** - Osource's team at site will continuously provide update regarding the delegate (paid/complimentary/sponsor) attendance to the event organizers.

**Onsite Helpdesk** - Osource's onsite team will help the attending guests for any clarifications or their other requirements.

**Credit Card Facility** - Credit card swipe facility will be provided at the venue to enable on the spot attendees to pay their fees by Debit/Credit Card payment.

**Complimentary Passes** - Tracking and Distribution of Complimentary and sponsor passes made available by the clients for the invited Guests.

**Feedback** - Feedback forms would be distributed to the attendees, to get their response and feedback on the sessions attended.

## Post Event Phase:

**Collection of Payments** - Osource shall follow up and collect payments from the attendees whose payments are still due.

**Reconciliation of Fees** - Client will be provided with a summary report reconciling the payments received through different channels for the event.

**Automated Mailers** - Post-event Osource shall send mailers to the attendees, thanking them for their participation. If required, the event collaterals and downloadable presentations will also be provided to the delegates.

**Analysis of Feedback Forms** - Post collection of feedback forms, Osource would analyze them to get their definite response on the event so as to draw meaningful conclusions which will assist them in better organization of future events and sessions.

**MIS & Accounting Reports** - Graphical representation of daily/weekly/monthly attendance reports, collection reports, outstanding reports etc will be provided to the client. Details like revenue, service tax, TDS, etc. will be provided to facilitate quick and effective accounting.

## About Osource

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Osource is one of the leading providers of outsourcing and technology solutions. Osource blends its deep process expertise and best practices with optimum technology utilization to deliver a comprehensive solution. Owing to strong focus on coupling business processes & technology platforms, Osource has been one of the first organizations to have offered platform-based outsourcing solutions.

Osource's service portfolio consists of both G&A (General & Administrative) and industry-specific services. Osource offers platform-based outsourcing solutions for the Finance & Accounts (FAO) and Human Resources (HRO) domain. These services are offered and seamlessly delivered from multiple delivery centers to meet client's business objectives, process enhancement and cost optimization goals.



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