

Conference Management



Abstract

Companies can use Conference Management for AppExchange to track presenters, the conferences they have spoken at, and the topics they've addressed - information they can use to schedule speakers, understand industry trends, and connect with prospective customers.

Description

Companies can use Conference Management to monitor trends in speakers and the subject matter they present at key industry conferences. They can also track conferences more peripheral to their business — those that they wouldn't go to the trouble of attending but might still find of interest.

True to its name, Conference Management creates a single repository of information about conferences. You can use the application to manage your participation in industry events and compare your level of involvement with that of your competitors.

Whether or not your company sends representatives, events may feature speakers from companies you'd like to build relationships with. You can extend your salesforce.com solution with Conference Management to include information that you may be able to leverage during the sales process. Your marketing department may also use the application to schedule speakers and create targeted marketing programs for a select set of conference attendees.

Highlights

Name	Description	Type
Conference	Tracks conference details, whether your company attended, the speakers and their topics, and if any competitors attended, too.	■ 🗃
Speaker Role	Describes which role a speaker is assuming at a particular Conference.	■
Competitor Role	Connector object that associates one or more Competitors to the Conferences at which they will have a presence.	■

■ = Custom Object, 🗃 = Custom Tab, ● = Custom Link, ⚡ = Custom S-Control
⌘ = Plug-In, ✕ = Composite Component

Features & Benefits

- Maintains a record of conferences, speakers, and presentation topics
- Tracks data about conferences your company has attended, those your competitors have attended, and those of interest that you may not attend
- Analyzes trends in the types of conferences, the speakers featured, and the subjects being addressed by regulars on the "speakers circuit"

Key Reports & Dashboards

Name	Description
Speakers & Speaking Engagements	What are speakers' specialties?
Speakers & Speaking Roles	What types of roles are speakers filling at conferences?
Conferences & Competitors	What conferences are our competitors attending?
Conference Calendar	What conferences are we tracking over time?

Requirements

External Service	None
Salesforce.com Edition	Professional Enterprise

Specifications

Publisher	salesforce.com
Type	Native
Salesforce.com Certification	None
Pricing	Free

Conference Management

Screenshot



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SFDC Admin at Conference Management
 Thursday November 10, 2005

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- Build a repository of conference speakers and their topics
- Track conferences and associated speakers even if you don't attend
- Note what conferences your competition is attending

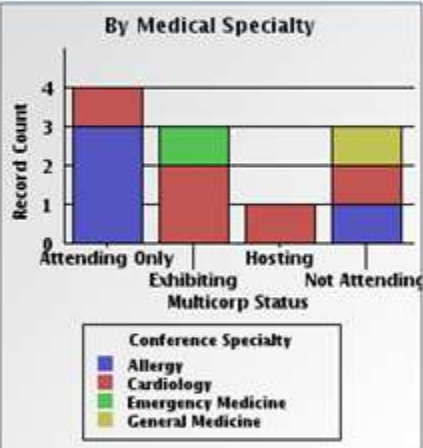
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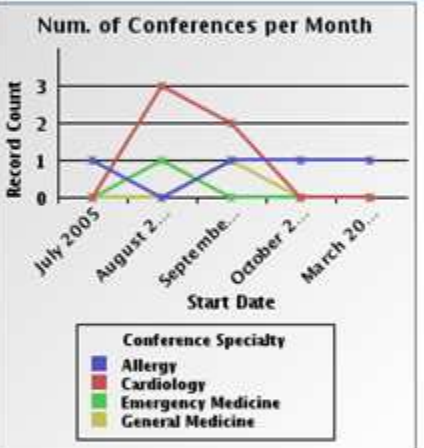
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Conference Attendance Status
 By Medical Specialty



Multicorp Status	Allergy	Cardiology	Emergency Medicine	General Medicine
Attending Only	3	1	0	0
Exhibiting	0	2	1	0
Hosting	0	1	0	0
Not Attending	1	1	0	1

Conference Calendar
 Num. of Conferences per Month



Start Date	Allergy	Cardiology	Emergency Medicine	General Medicine
July 2005	1	0	0	0
August 2...	0	3	1	0
September...	1	2	0	0
October 2...	1	1	0	0
March 20...	1	0	0	0

Competitive Radar
 Num. of Conferences Attended