

Customer Case Study: Smart Electric Power Alliance

SEPA Increases Attendance and Revenue with Fonteva Events

AT A GLANCE



ORGANIZATION

- Trade Association
- Less than 50 Staff
- Large Tradeshows
- Numerous Auxiliary Events



CHALLENGES

- Low User Adoption
- Excel-based Analytics
- No Dashboards
- Labor Intensive Data Manipulation



SOLUTION

- Flexible, Scalable Solution
- Real-Time, User-Friendly Reports and Dashboards
- Native to Salesforce



BENEFITS

- Ability to Define and Measure Goals for Growth
- An Enterprise-Ready Solution
- Increased Event Revenue by 30%
- Increased Event Registration by 40%

Smart Energy Needs Smart Technology

The Smart Electric Power Alliance (SEPA) is a nonprofit that is responsible for educating its 1,100 members – a number of which are major utilities companies – on the trajectory of renewable energy resources. In addition, SEPA runs a series of tradeshows ranging in size and reach, the largest of which boasts up to 25,000 participants. SEPA needed an enterprise events management solution that would enable their small, yet mighty staff to anticipate their attendees' needs and help the organization to grow with the industry.

"SEPA's executive team always wants leverage the newest, greatest tools out there. Over the past five years my main goal has been - how do we get everything up in the cloud, where we can access it from everywhere?"

- Frank Grace, Senior Manager, Information Management, SEPA

Seamless Integration between Customer, Business, & Events Data

"We did not have access to dashboards - everything was exported into Excel - and we would have to manipulate it ourselves. Only a few of us knew how to do that, and it was just a snapshot in time."

- Frank Grace, Senior Manager, Information Management, SEPA

When selecting new software, SEPA was looking for something that provided a seamless integration between their customer, business, and events data. The previous system only allowed staff to view historical data. Fonteva Events bridged the gap and provided real-time, comprehensive analytics that allowed SEPA to anticipate the needs of their attendees and break attendance and revenue records. After implementing Fonteva, SEPA was able to create visual representations of registration and attendee trends, and adjust their strategies accordingly. Within one year, they were able to make strategic changes that would increase event registration by 40% and registration revenue by 30%.

"It's interesting when you can actually race against time instead of just running without any kind of real goal."

- Frank Grace, Senior Manager, Information Management, SEPA



With real-time analytics that provide a complete picture into the effectiveness of their events, customer-base, and business health, SEPA can plan for growth. To learn more about how Fonteva Events can give your organization a 360° view of your events,

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