

Mr Digital supports Eagle View's Speaker Management Services at Money 2020 Las Vegas

Digital agency partners with tech solution company to launch Speaker & VIP Management Services at Global Events

LONDON, UNITED KINGDOM, November 19, 2017 /EINPresswire.com/ -- Guildford-based digital marketing agency, Mr Digital, partnered with Eagle View Digital Solutions to bring to the market a range of innovative solutions for Global Events that enable guests to be greeted by the name such as "Good morning Mr Ahmed Bessedik".

Mr Digital is a leading digital marketing agency specialising in web design, SEO and online media management while Eagle View Digital Solutions provides state-of-the-art digital solutions for global events and cyber-security.

At the recent Money2020 event for Finance in Las Vegas between 22nd-25th October, Eagle View supplied the software which enabled over 450 Speakers to be seamlessly managed across 5 stages spread throughout the Venetian Hotel.

Developed through working with multiple event teams across different venues in the UK and internationally, the service has been designed to be intuitive, and deliver a welcome respite to "spreadsheet management!".

Once staff have identified the Speaker / VIP and they have changed their status to "Checked In" they can actively manage them, and communicate across the in house teams through push notification.

The CRM links seamlessly into legacy systems but quickly becomes the single point of truth for Event Directors. For M2020, it contained all the information staff needed to manage the most demanding of Speakers with their images, requirements, itineraries, one to one meetings BIODs, contact, flight, travel, rehearsal and event information.

This information was constantly updated from a central location and all changes immediately pushed to all staff with the eView Event App on their iPads.

Ian Tomson-Smith, CEO at Eagle View, said, "We have developed a purpose-built CRM for organisations to manage Speakers & VIPS pre, during and post events, and which supports a bespoke iPad application which instantly enables all staff to be 'on message'.

"It's impact is felt from the first moment on site, when Speakers are welcomed "Good morning Mr Ahmed Bessedik" as opposed to "Hello, who are you ?!".

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