

EventOFFICE

Disney's Princess Academy

The event

Disney's Princess Academy event was run in conjunction with a retail promotion where parents and children could register on-line to attend. There was an event in each state.

The issue

Administration management of a national, multiple event promotion.

The solution

EventOFFICE organised a system that allowed people to register for the event whilst providing the necessary confirmation and event information.

One thousand guests were given access to the event through EventOFFICE, and once that number was reached, the system created a facility for providing additional registrants with



"I would recommend the EventOFFICE system for any client trying to manage event entry process delivering a stress free answer to one component of any complex marketing event or activity."

Jo Pascoe
Snr Retail Sales and Marketing Manager
The Walt Disney Company



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