

# EventOFFICE



MELBOURNE  
Marketing Luncheons

## Melbourne Marketing Luncheons

### The event

Melbourne Marketing Luncheons (MML) holds 5-6 lunches each year with 400-700 people attending each one. The set-up is best described as banquet style seating with 10 people per table and booking sizes range from individuals through to multiple corporate tables.

### The issue

The organisers were finding it increasingly labour intensive to handle RSVPs and payments. They wanted their offering to be streamlined and contemporary to increase attendance and make it easy for people to register for more than one lunch on the one form, with options for progressive discounts catering for both paid and sponsor bookings.

### The outcome

EventOFFICE enhanced their standard module, specifically tailoring it to suit MML's needs.

The result was a streamlined booking and guest registration and payment process, saving a great deal of time and resources. To help with event sell-through, MML could check daily for booking updates.

The system also caters for table bookings without requiring all guest names at the time of booking. Closer to the event, MML then uses the system for table allocation, guest lists, name tags and menu management.



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