

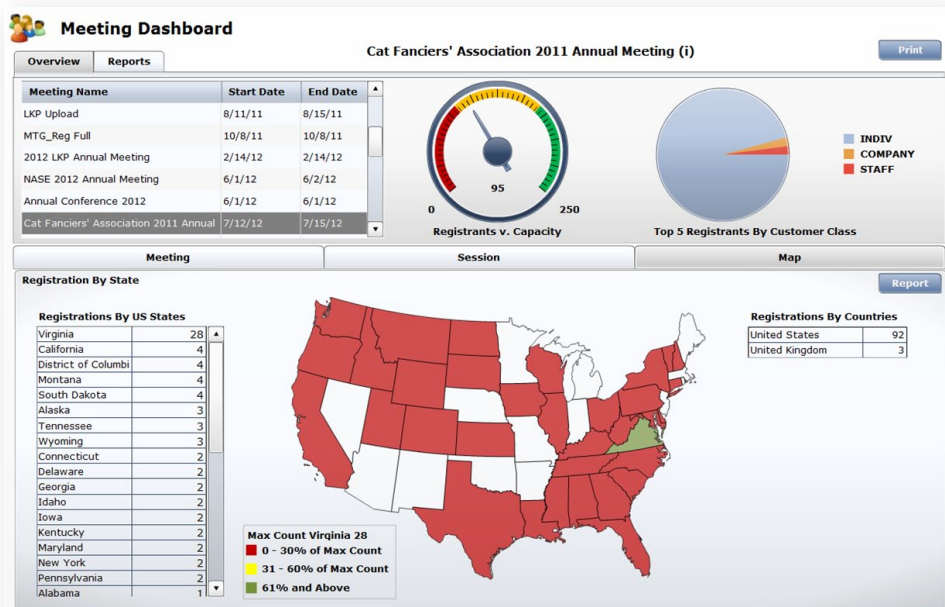


Personify Meeting Advantage™

Improve your decision making based on data

Meeting professionals are always striving to increase attendance at their annual conferences or trade shows while providing up to the minute reports on their ongoing efforts. When trying to figure out how to boost everything from attendee registration to exhibits sales, the first thing that comes to mind is often deep discounts or expensive marketing campaigns. Professionals often overlook an important element that is right in front of them—data.

Leveraging the data in your Membership Management System can help you decipher who is coming to your conference and why, and how that has behavior varied over events in the past. Your own data can help you see trends in registrations and make business decisions accordingly, but only if you have the right tools. For example, can you determine if your numbers higher when your conference is held on the East coast over the West? Or do registrations spike when you advertise promo codes? How far do the typical attendees travel to come to your events, and does that vary by type of event or their role with the organization?



With all the data you've been collecting about your attendees for years, knowing where to start or how to pull the data can be overwhelming. Personify Meeting Advantage can help.

Based on the Personify Analytics Advantage platform, the Meeting Advantage data mart was designed to help organizations answer the following types of questions:

- What types of registrations are being received (Attendee, Exhibitor, Government, Guest, Member, Press, Speaker, etc.)?
- Was a membership bought with the registration?
- Was a discount or a promotion used?
- What are the trends associated with registrations during pre-registration or other time periods?
- How do registration behaviors vary by member or customer type?
- Were other products bought with the registration?
- How does the venue location compare in proximity to the registrants?

Meetings Advantage will allow meeting professionals to easily analyze their meetings or trade shows in a more detailed manner - maximizing attendance and revenue, by marketing smarter and working more efficiently.

PERSONIFY ANALYTICS ADVANTAGE PLATFORM

Each Personify Analytics Advantage data mart is built using the industry-leading Business Objects suite of business intelligence products and leverages the existing data structures of Personify. From the ground up, each data mart is developed to answer the business questions that non-profit business managers want addressed to help them make better business decisions. The data marts use industry standard ETL (extract, transform and load) processes that move data from your operational database to the data mart. These pre-written ETLs provide for higher performance, without impacting the operational database, and allows for advanced point-in-time reporting.

GETTING STARTED

TMA Resources is dedicated to helping solve your association management needs. Please contact us at info@tmaresources.com, call 1-888-878-8627, or visit www.tmaresources.com to get started.

Headquarters:
1919 Gallows Rd.
Suite 400
Vienna, VA 22182

Phone:
703-564-5200

Toll-free:
888-878-TMAR

Email:
info@tmaresources.com

TMA Resources Inc.: Headquartered in Vienna, Va., TMA Resources and its team of highly skilled professionals produce member relationship software solutions. Clients include many of the most prestigious professional societies, trade associations, labor unions and other member-centric organizations in the United States and overseas. TMA Resources was named No. 303 on the 2009 Software 500 listing and is listed as one of the largest technology employers in the Washington, D.C., metropolitan area by the Washington Business Journal. For more information about the company, visit www.tmaresources.com.