



How to organize, promote and sell your events easily

Stéphanie van de Werve, Functional Consultant

1 Overview & key features

2 User Case / Process

3 Demonstration

4 Conclusion

5 Questions

FRONTEND

Website integration

Website builder

- Easy drag & drop blocks
- Filter by event type/category
- From one page to a mini website

Promotion

- Beautiful design
- SEO tools
- Trackable, shortened & branded links
- Share buttons & social stream

Interaction

- Involve your customers with talk proposals and turn them into brand advocates

BACKEND

Subscription

Sales process

- Multiple pricing
- Send a sales order
- Create an invoice
- Register the payment

Attendees' management

Attendees' profile

- Ask additional questions

Attendees' follow-up

- Send event details & reminders with automatic emails

Reporting

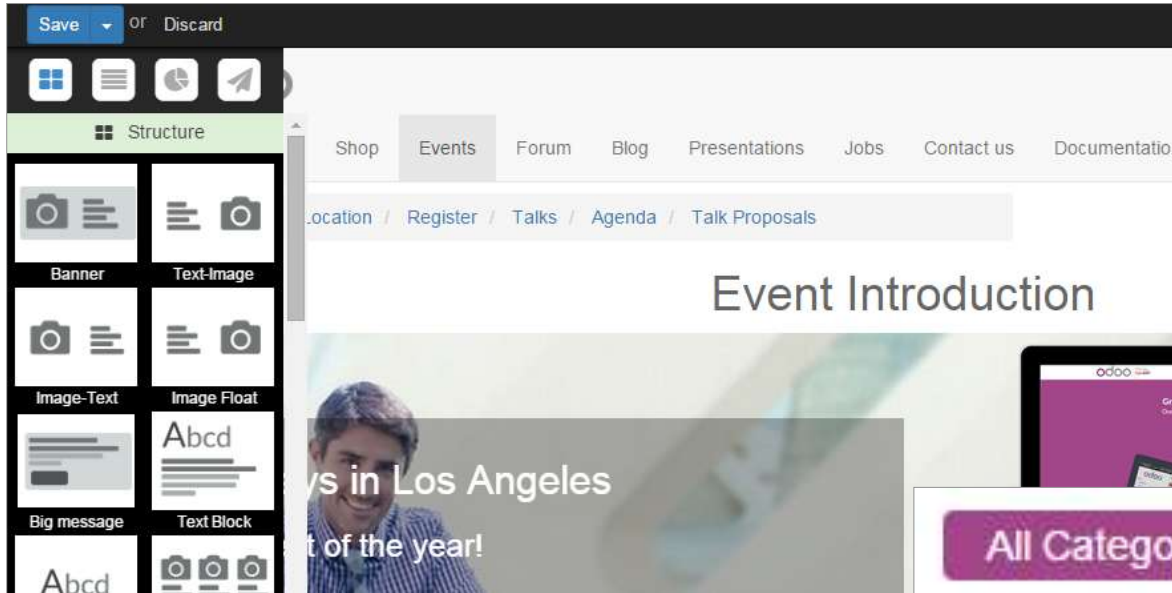
- Analyze the outcomes to help future decisions

”

As the Event manager of Jerost, I have decided to use the Odoo Events App to organize webinars, trainings and big events. I can easily create events, publish and promote them on our website. The communication between this app and the sales and invoicing modules also saves a lot of time for my colleagues.

”

Mélanie Albertson, Event manager at Jerost



Build beautiful event pages in a few clicks with drag & drop blocks

More info: Website builder app (<https://www.odoo.com/page/website-builder>)

Help your visitors break the information down & **find easily the events they are interested in** thanks to filters

All Categories	34
Odoo Experience	1
Webinar	18
On premise Training	8
Online Training	6
Conferences	1

From one page...

[All Events](#) / [Webinar](#) / [WEBINAR - Start selling in minutes with Odoo POS](#)

The screenshot shows a web page for an event titled "WEBINAR - Start selling in minutes with Odoo POS". The page includes a navigation bar with links like "Apps", "Pricing", "Partners", "Community", "Download", "Start Now", and "About us". Below the navigation, there's a breadcrumb trail: "All Events / Webinar / WEBINAR - Start selling in minutes with Odoo POS". A green "Published" button is visible in the top right.

The main content area features the event title and dates: "2015-06-11 10:00 to 2015-06-11 10:45". Below this is a table with columns for "Ticket Type", "End of Subscription", "Price (HTVA)", and "Quantity".

Ticket Type	End of Subscription	Price (HTVA)	Quantity
Subscription	Unlimited	0.00 €	0

An "Order Now" button is positioned below the table. To the right of the table, there are sections for "When" (showing event times and location: Europe/Brussels), "Organizer" (Odoo Brussels, with phone and email contact info), and "Social Stream" (with an "Unsubscribe" button for the user's email).

A large purple banner contains the text: "Odoo's POS System" and "Run your business from your phone, laptop, or point of sale." Below the banner, there is a short description: "Odoo POS is set up in minutes and you can begin to sell straight away with just an internet connection: no installation, no specific hardware required." It also includes a link to "Join our experts to gain invaluable insight into the system:" followed by a bulleted list of features:

- Full integration with inventory, sales, accounting, etc.
- Track success with real time statistics and consolidations among all stores.
- Manage several orders at the same time
- Detailed cash control in every shop

At the bottom right, there are sections for "Participate on Twitter" and "Use this tag: #odoo".



ONLINE MANAGEMENT

...to a mini-website

[Introduction](#) / [Trainings](#) / [Exhibition hall](#) / [Sessions](#) / [Information](#) / [Agenda](#) / [Register](#)

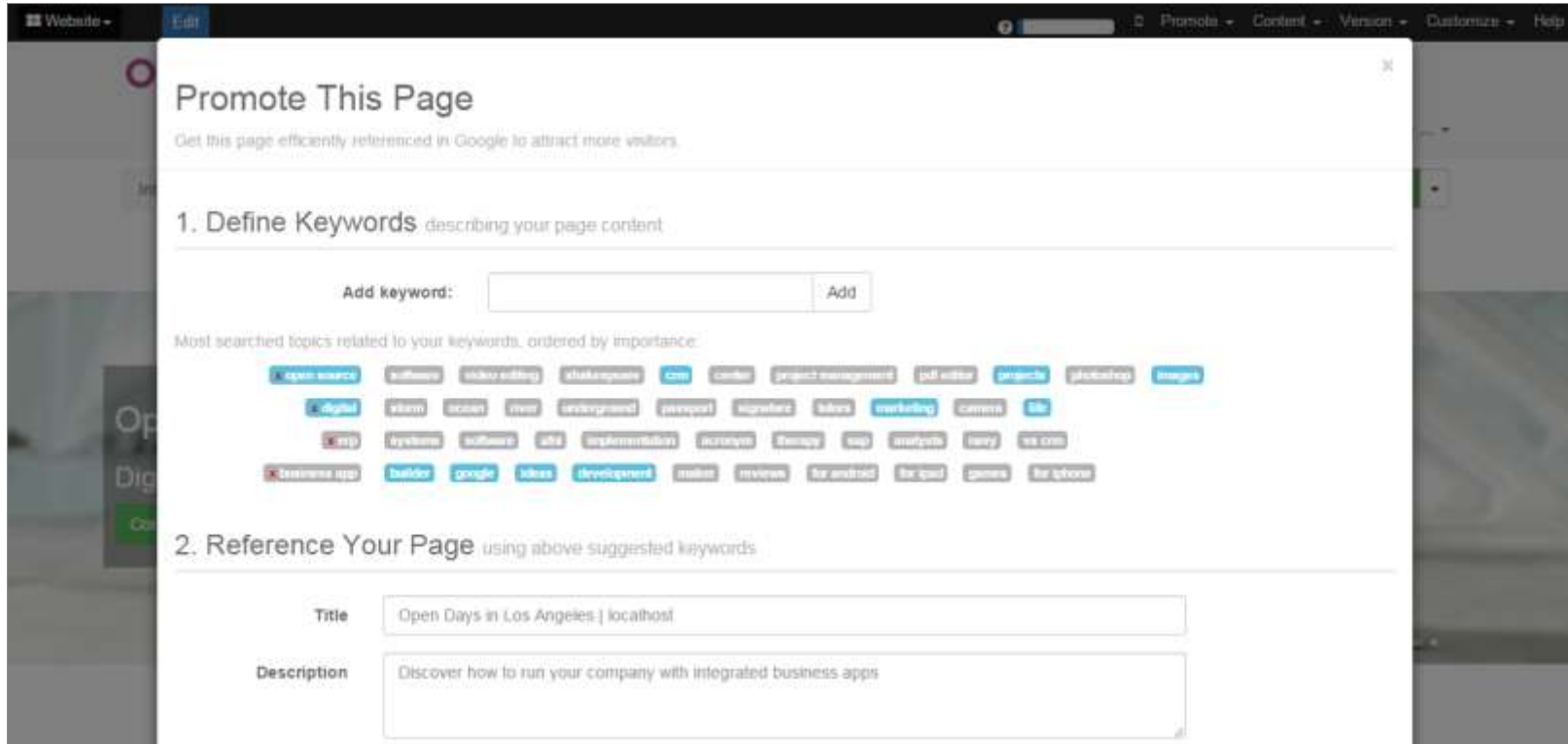
The screenshot displays the Odoo Experience 2015 website interface. At the top, the Odoo logo is on the left, and navigation links for 'Apps', 'Pricing', 'Partners', 'Community', 'Download', 'Start Now', 'About us', and a user profile 'Stéphanie van de Werwe' are on the right. Below this is a secondary navigation bar with 'Introduction', 'Trainings', 'Exhibition hall', 'Sessions', 'Information', 'Agenda', and 'Register', along with a 'Publish' button.

The main content area features a large banner for 'Odoo Experience 2015' with the dates 'June 3-5, 2015' and a 'Register now' button. The background of the banner shows an exhibition hall with purple Odoo banners and people.

Below the banner is a table of sessions:

Date	Time	Ticket Type	Description	Date	Price	Location
2015-06-01	09:00	Basic free entrance				
2015-06-01	09:00	3-day Premium Pass	Free drinks at drinks spots, food and drinks at the Bar, Ceremony on Thursday			
2015-06-01	09:00	2-Day Training Intro	Training tickets give you also get free drinks at d			
2015-06-01	09:00	2-Day Training Adv	Training tickets give you also get free drinks at d			
2015-06-03		2-Day Training Advanced Customizations (non developers)	Training tickets give you access to the selected training sessions on June 1-2. You	03-06-2015	1200,00 €	

At the bottom, there is a 'Developers / Foyer du Lac' section with a 'Functional / Main Business Sessions' sub-section. Below this is a 'Code Search' widget for 'Odoo Code Search - we index your code' by Markus Schneider, last updated on 03-06-2015 at 14:30. The footer contains three 'More information' buttons.



The screenshot shows the 'Promote This Page' dialog box in Odoo. The dialog is titled 'Promote This Page' and has a subtitle 'Get this page efficiently referenced in Google to attract more visitors'. It is divided into two main sections:

- 1. Define Keywords** describing your page content. This section includes an 'Add keyword:' input field with an 'Add' button. Below this, it displays 'Most searched topics related to your keywords, ordered by importance:' followed by a grid of suggested keywords such as 'open source', 'software', 'wiki editing', 'sharepoint', 'crm', 'calendar', 'project management', 'pdf editor', 'projects', 'photoshop', 'images', 'digital', 'alarm', 'account', 'river', 'employment', 'support', 'signature', 'library', 'marketing', 'contacts', 'file', 'erp', 'systems', 'software', 'site', 'implementation', 'integrated', 'energy', 'map', 'analytics', 'survey', 'saas', 'business app', 'builder', 'google', 'ideas', 'development', 'market', 'reviews', 'for android', 'for ipad', 'games', and 'for iphone'.
- 2. Reference Your Page** using above suggested keywords. This section contains two input fields: 'Title' with the value 'Open Days in Los Angeles | localhost' and 'Description' with the value 'Discover how to run your company with integrated business apps'.

Improve your **Google ranking** thanks to SEO optimization

Link Tracker

URL: <http://www.odoo.com/event/open-days-in-los-angeles-2015-05-25-2015>

Campaign: **Odoo Days LA**

Medium: **Email**

Source: **Newsletter**

[Get tracked link](#)

When this page with a short link the custom analytics tracks. These links can be used in Google Analytics to track cross and visits, or in Odoo reports to track opportunities and related contacts.

Your tracked links

Refresh | Add Column | Remove Link

1	http://www.odoo.com/event/open-days-in-los-angeles-2015-05-25-2015	Copy	Share
1	http://70682-master-web-2009-master-co9af6.runbo7.odoo.com	Copy	Share

Know where your visitors come from with short, branded & trackable links

Encourage your visitors to share your event with share buttons and custom hashtags

Digital event of the year

[Create the](#)

Join us and learn from our international speakers about their achievements, success stories and brilliant ideas for improvement.

Odoo Experience is a great place to learn more about Odoo and how our integrated business apps can help you grow your business. Come and discover the leader in open source business applications what it's the perfect opportunity to learn about the functionalities. Try the apps during our workshops and meet other professionals. Register now

Share [f](#) [t](#) [in](#) [e](#)

Social Stream

sww@odoo.com [Unsubscribe](#)

Participate on Twitter

Find out what people see and say about this event, and join the conversation.

Use this tag: [#OdooExperience](#)

Turn your visitors into brand advocates by involving them in the organization of your event with call for proposals

Application

Fill this form to propose your talk.

Your Name

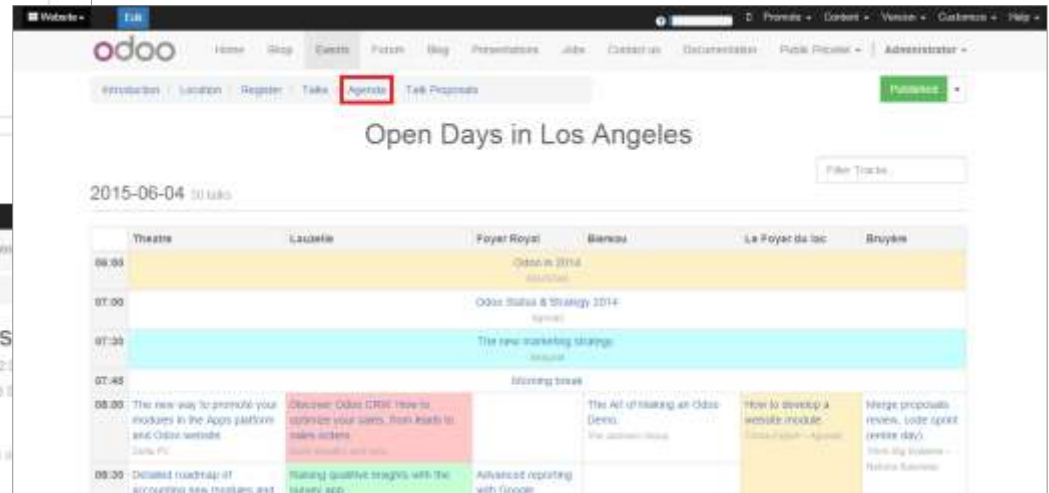
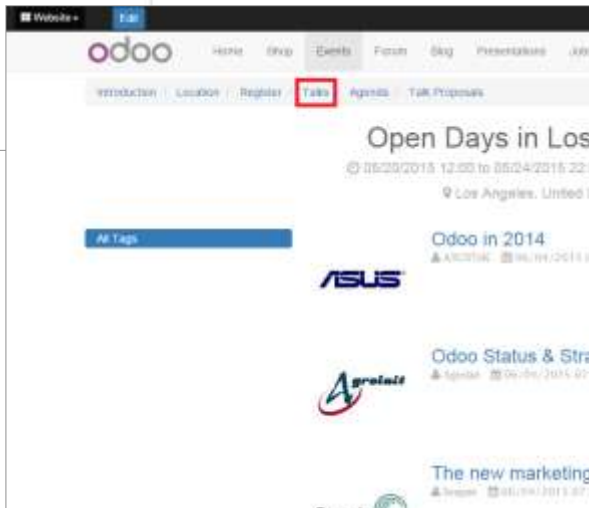
Your Email

Your Phone

Talk Title

Speaker Biography

Talk Introduction





MANAGE MULTIPLE PRICING

Offer free and paying tickets

<u>TICKETS</u>	EMAIL SCHEDULE	QUESTIONS		
Minimum Reserved Seats	0			
Available Seat	limited			
Maximum Available Seats	500			
Name	Product	Sales End	Price	Maximum Available Seats
Standard	Open Days in Los Angeles	08/17/2015	<u>1000.00</u>	50
VIP	Open Days in Los Angeles	07/18/2015	<u>1500.00</u>	10
Partners	Open Days in Los Angeles	05/20/2015	<u>0.00</u>	30

Order SO036 Confirmed

Review Order > Billing > Payment > Confirmation

Thank you for your order.



Your transaction is waiting confirmation.

Please use the following transfer details

Bank Account

Communication

Please use the order name as communication reference.

Order Details:

Products	Quantity	Unit Price	Subtotal
Open Days in Los Angeles Open Days in Los Angeles (2015-05-20 - 2015-05-24) Standard	3.000 Unit(s)	\$ 1000.00	\$ 3000.00
Total:			\$ 3000.00

Payment information:

Payment Method: Wire Transfer
 Payment Status: *Pending*, Your online payment has been successfully processed.
 But your order is not validated yet.

Total: \$ 3000.00



Great Product for Great People
 YourCompany
 1725 Slough Ave.
 Scranton 18540

Invoicing and shipping address:
 Stéphanie van de Werve (svw)
 Odoo
 Chaussée de Namur 40
 1367 Grand-Rosière
 Belgium
 1234567890
 Stéphanie van de Werve (svw)
 Odoo
 Chaussée de Namur 40
 1367 Grand-Rosière
 Belgium
 Quotation N° SO035

Quotation Date:
 05/20/2015 17:02:01

Description	Quantity	Unit Price	Taxes	Price
Open Days in Los Angeles (2015-05-21 - 2015-05-25) Standard	3.000	1000.00		\$ 3000.00
Total Without Taxes				\$ 3000.00
Taxes				\$ 0.00
Total				\$ 3000.00

Payment Information

Payment Method: Wire Transfer
 Payment Status: *Pending*, Your online payment has been successfully processed. But your order is not validated yet.

Total \$ 3000.00

Phone: +1 555 123 8069
 Email: info@yourcompany.example.com
 Website: http://www.example.com
 Page:

Simple and integrated with the sales & billing modules



MANAGE THE WHOLE SALES PROCESS

The screenshot displays the Odoo Sales interface for creating and sending an invoice. The main window shows the invoice details for 'INV/2015/0014' with customer information and a table of invoice lines. A preview window on the right shows the final invoice document with a header, customer details, invoice information, a table of items, and a summary table.

Invoice Details:

- Customer:** Stéphanie van de Werve (svw), Odoo, Chaussée de Namur 40, 1367 Grand-Rosière, Belgium
- Invoice Date:** 05/20/2015
- Salesperson:** Salesperson
- Sales Team:** Sales Team
- Payment Term:** (empty)

Invoice Lines:

Product	Section	Description	Account	Analytic Distribution	Q
Open Days in Los Angeles		Open Days in Los Angeles (2015-05-21 - 2015-05-25) Standard:	200000 Product		1
		Open Days in Los Angeles	Sales		

Invoice Document Preview:

Great Product for Great People
Your Company
1728 Slough Ave.
Scranton 18540

Stéphanie van de Werve (svw)
Odoo
Chaussée de Namur 40
1367 Grand-Rosière
Belgium
Invoice INV/2015/0014

Invoice Date: 05/20/2015
Source: SO035
Reference: SO035

Description	Quantity	Unit	Taxes	Price
Open Days in Los Angeles (2015-05-21 - 2015-05-25)	3.000		\$ 1000.00	\$ 3000.00
Standard: Open Days in Los Angeles				
Total Without Taxes				\$ 3000.00
Taxes				\$ 0.00
Total				\$ 3000.00

Create and send the invoice



ATTENDEES' MANAGEMENT

Understand your attendees' profile with additional questions during the registration process to make sure you **target the right persons**

Attendees

Ticket Type #1: Standard (1000.0 \$)

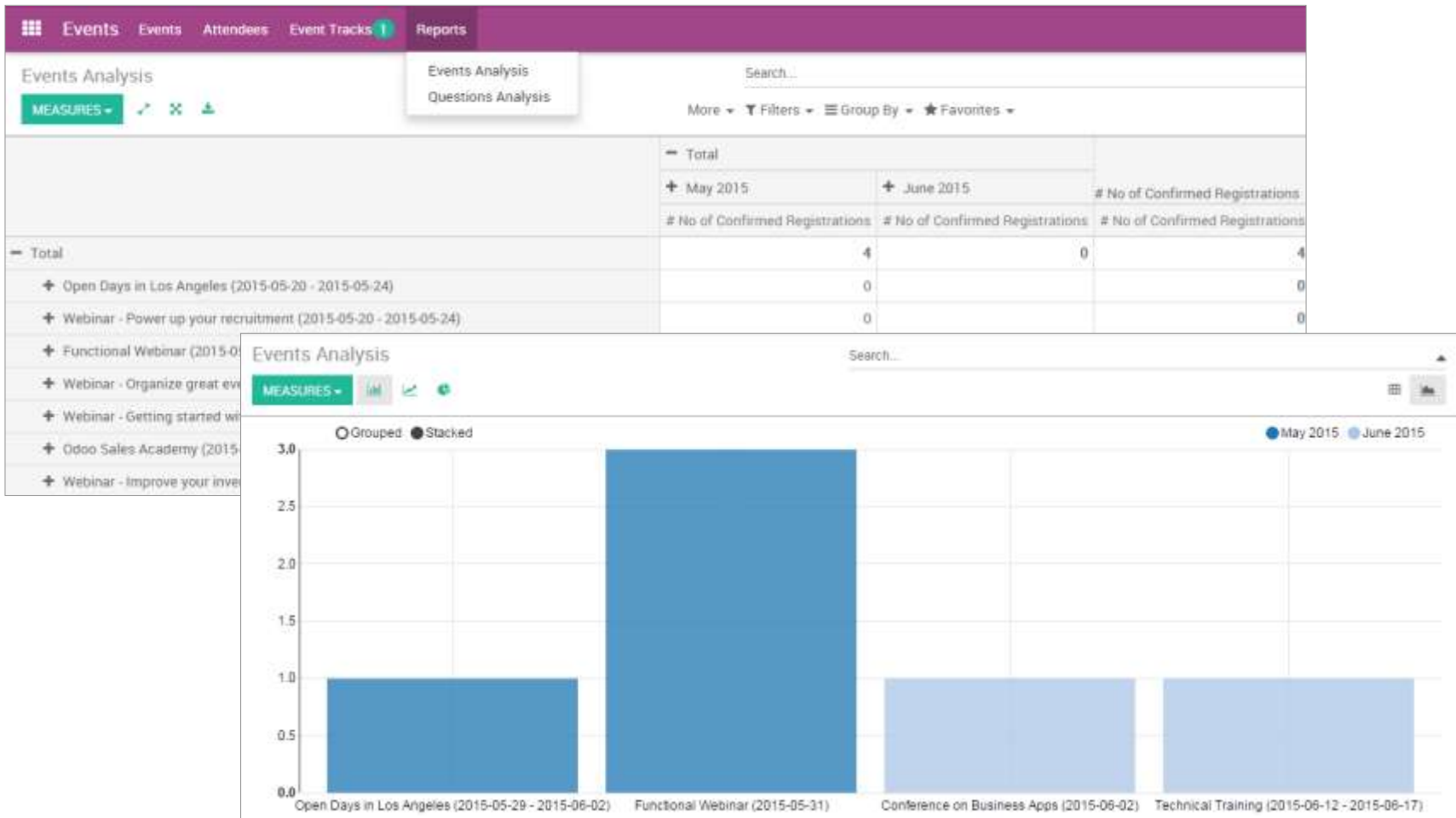
Name	Email
Stephanie van de Werve <small>What is your status? Other.</small>	swv@odoo.com <small>I plan to attend 3 days</small>
Jerome Scott <small>What is your status? I'm a potential user</small>	j.scott@email.com <small>I plan to attend 3 days</small>
Christine Robert <small>What is your status? I'm a customer (F)</small>	c.robert@email.com <small>I plan to attend Only the training sessic</small>

[Continue](#) or [Cancel Registration](#)

Send event details and reminders with **automatic emails**

Email to Send	Interval	Unit	When to Run
Event subscription	1	Immediately	After each subscription
Event: reminder	24	Hour(s)	Before the event
Event: thanks for attending	24	Hour(s)	After the event

Reporting tools to analyze your events' data & ensure that your company is meeting its KPIs





DEMONSTRATION

odoo

CONCLUSION

As we have just seen, we offer tools to:

- **Create** an event and **design** its web page **in a few clicks**
- **Promote** it through **social media** and **SEO optimization**
- Involve your customers and turn them into **brand advocates**
- **Manage the whole sales process**
- **Manage your attendees** with additional questions and automatic reminders
- Analyze your events' data to **make informed decisions**

odoo

QUESTIONS?



Thank You!

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Odoo Experience

June 4, 2015