



## SEMtek

Since 1984, entrinsik has invested considerable time researching the seminar and event management industry, learning the business and developing software that would not only automate the process of producing your programs, but increase your productivity as well.



The fruits of that labor are presented to you today in SEMtek. SEMtek is currently the most complete event management software package in the industry and whether your program is a startup or an industry giant, SEMtek will always be capable of meeting your business needs. SEMtek's robust system can handle all of the necessary functions to effectively run your program and can be expanded in function in the future as your business grows.

## Introduction

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Since 1984, entrinsik has worked within the seminar and event management industry as participants, consultants, and software developers. With this unique perspective, entrinsik evolved the most complete event management software package in the industry.

The challenge of every event producer is finding the best way to leverage the creative energies of the organization's leaders and program producers.

These energies are best spent talking with customers and participants, identifying course opportunities, defining course content, lining up instructors, determining content delivery options, and defining the best direct marketing strategies. These energies are squandered with tasks such as setting up events, managing schedules for facilities and instructors, managing registration processing, following-up of event fulfillment details, and searching for the best direct marketing information.

**SEMtek success story:  
University of Alabama at  
Tuscaloosa**

This is where SEMtek comes in. Because SEMtek incorporates the best practices of event planning, registration processing, event fulfillment, event financial management, and direct marketing methodology, your time and energy is minimized worrying about these non-creative but important parts of the business.

SEMtek's "best practices" save you time and money. SEMtek's Event Budgeting will prevent running programs that don't have a chance of profitability. SEMtek's Marketing functions will allow you to completely utilize your "house" database while selecting only the outside lists that generate a positive ROI. SEMtek's Wait List Management system allows you to turn your interest inquiries and newfound event capacity into registrations. And SEMtek's Web Registration process allows you to save time and expense in

maintaining your web site while providing a quick and convenient way to gain customer registrations.

entrinsik instituted these best practices into SEMtek by working closely with its customers - many of the most advanced and forward thinking organizations in this industry. Some examples: The event budgeting function was developed with the assistance of the University of Alabama. It quickly allows you to develop an event budget while being watchful of profit and break-even attendance levels. The advanced marketing functions were developed with the assistance of The Canadian Institute, The Bureau of Education and Research, Dun & Bradstreet, and Global Knowledge. And the flexible order cancel, transfer, and adjust feature was developed with some guidance from Clemson University.

**the most complete event management software package in the industry**

Whether your program is a startup or an industry giant, SEMtek will meet your business needs. SEMtek handles all the functions necessary to run your program effectively today; with enough reserve function and features to meet your needs as business grows.

## **SEMtek Product Tour**

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### **Meeting Management**

Do you have to manipulate data from several different sources in order to track class schedules, instructor information, and classroom availability?

Do you have to start from scratch with each new event?

Do your to-do lists consist of memos, desk calendars, and sticky notes?

Can you easily reconcile program costs, such as instructor fees, facility costs, and operational costs?

SEMtek takes the worry out of managing your programs by providing a clean, simple interface to input course information, and then manages the tasks necessary to bring about successful completion of your programs.

- Set up most information on courses, instructors and facilities one time, for use in multiple session scheduling
- Find information easily with "smart" search capabilities to allow registrars or customer service personnel to quickly answer questions about course and session availability, instructor biographies, and facility information or directions
- Schedule facilities based on availability and peripheral requirements while preventing double booking

### **Features**

Meeting Management  
Registration and Sales  
Financial Management  
Fulfillment  
Facilities Management  
Web Connectivity  
Reporting  
Marketing

### **Modules**

Sales and Inventory  
Accounts Payable  
General Ledger

- Schedule instructors based on expertise and scheduling requirements; track variable or fixed fee schedules for each instructor; and even manage grading of instructors based on customer feedback
- Assign tasks required to carry out logistics of each program to individuals or groups
- Users can see assigned tasks as they log in each day and check off completed tasks for management reporting

### **Registration and Sales**

Do you have to search multiple sources for class, instructor, schedule, and facility data?

Does your student database contain duplicate records?

Is it difficult working with wait-list candidates?

Can you quickly handle interest inquiries and trigger follow-up phone calls and materials?

Can you easily relate registrations or interest inquiries to specific marketing collateral or mail plans?

SEMtek takes the hassle out of information inquiries and registrations by making all pertinent information available from one screen. It captures all participant registration information the first time, creating a database of participants and eliminating the need to re-enter information on future registrations.

- Significantly reduce duplicate database entries with SEMtek's "Smart Search" feature
- Capture all registration information from one easy-to-use screen
- Use SEMtek's "user-defined field" functionality to keep track of specific course and participant information
- Set up and easily maintain wait lists for courses
- Create multiple fee types for individual programs
- Easily manage discounts, taxes, and multiple currencies
- Single database design and keycode support easily tracks effectiveness of marketing and mail plans during registration process

### **Financial Management**

Do you have to manage multiple software packages to create invoices and track payments?

Does creating budgets and tracking profitability take up too much of your time?

Can you quickly determine the break-even registration levels for each event?

Do you wish you had clear revenue figures from past events to predict future budgets?

Let SEMtek's fully integrated accounts receivable features take the headache out of managing your finances, or use its open database design to create two-way connectivity into your existing accounting package.

#### Accounts Receivable Functions

- Automatically generate invoices to any party - individual, or corporation
- Understand your complete financial outlook with advanced accounts receivable reporting, including aging details and profitability calculations
- Maintain corporate accounts for invoicing and easily allocate single payments to multiple invoices
- Process credit card payments on the spot with SEMtek's integrated credit authorization package
- Transfer, adjust, keep on-account, or refund registration or sales payments

#### Budgeting Functions

- Easily create budgets for future events based on data from previous programs
- Automatically project break-even registration numbers based on fixed and variable costs
- Enter vendor invoices and automatically post them against program budgets, validating expenses against specific events
- Review budgeted vs. actual figures to accurately manage finances during event promotion

#### **Fulfillment**

Do you spend too much time creating deliverables for events, such as certificates, tent cards, and rosters?

Is it difficult to track continuing education credits or manage certificate programs for individual students?

Do you have trouble keeping track of what materials accompany each course offering?

Can you easily track walk-ins and no-shows?

SEMtek can help you get a handle on creating any deliverable for your programs, including confirmation letters, rosters, badges, tent cards, program certificates, or just about anything else you need, providing professional-looking results quickly. It can also track and manage continuing education units for any type of program, from accounting to nursing to information technology.

- Easily print badges, tent cards, rosters, and other program deliverables from customizable SEMtek templates or create your own by linking into other applications such as MS Word
- Create and generate confirmation, cancellation, and interest response letters via print, email, or fax in real-time or in batch during off-peak hours
- Set up and maintain certificate programs to track an individual's progress and automatically generate certificates upon completion

- Set up Continuing Education Units for each program and generate transcripts of credits earned during the program.

### **Facilities Management**

Is it difficult to coordinate course schedules with classroom resource availability?

Do you rent your classroom resources to outside parties and have to track schedules and payments on different systems?

Do you have trouble making sure that classrooms are set up correctly with the right equipment?

Are catering needs fulfilled on time with the correct type and quantity?

SEMtek's Facilities Management creates a virtual schedule of all your resources for everything from instructors to classrooms to presentation aids. Schedules are easily viewed and manipulated to make handling multiple schedules simple. You can also rent out unused space to outside companies for increased profits.

- Set up and schedule virtually any resource - facilities, training rooms, labs, computer equipment, presentation aids, and so on
- Create flexible pricing schemes to charge back internal rates or charge fixed or variable rates to outside customers
- Generate and print facility setup or cleanup reports
- Track catering or other expenses associated with each resource

### **Web Connectivity**

Do you have the IT infrastructure necessary to support and maintain your web site?

Do you have to manage and update two sets of data for course information and schedules?

Can you take registrations and confirm payment by credit card over the web?

SEMtek's database structure allows for simple integration into your web site. By selecting SEMtek's World Wide Web optional module this feat is even easier. Course information, schedules, instructor biographies, facility logistics, and even registration processing can be simply "dropped" into your existing site to maintain your current look and feel without having to update multiple databases.

- Use SEMtek's native open database protocol to build your own curriculum web site
- Drop in custom HTML to display information updated within SEMtek, such as course, instructor, and facility data
- Link to graphics such as instructor photos, facility photos, and maps in SEMtek for display on your web site
- Automatically update course offerings on your web site as you create, add, or change them within SEMtek

- Take registrations over the Internet and process them within SEMtek to eliminate dual entry of information
- Maintain control over layout and design or use our existing templates

### **Reporting**

Do you spend too much time merging data from multiple applications in order to prepare reports and customer correspondence?

Do you have difficulty keeping reports current?

Do you have to re-create frequently run reports from multiple data sources?

Can you easily share data with other applications?

Since all your pertinent data is stored in a single database it's always ready to provide you with the information you need to run your programs more efficiently. And with over 200 pre-defined reports included with SEMtek, getting meaningful results from your data is easier than ever. Additionally, you can create your own reports using the ad-hoc query tool included in the product.

- Choose from over 200 report templates or customize one to suit your specific needs
- Create your own reports using Smart Query's graphical user interface
- Chart progress on class attendance, profitability, and sales
- Print reports remotely to shipping or the warehouse to speed fulfillment of registration and orders
- Run reports on demand as needed or in batch at the end of the day

### **Marketing**

Are your events profitable?

Are you fully utilizing your internal customer data?

Do you spend too much time creating lists for your direct mail plans?

Can you tell quickly which mail lists have been profitable?

Are your marketing programs directed at the best possible audiences?

Can you easily import purchased or leased lists from vendors without creating duplicate entries?

Marketing costs are higher than ever before with simple marketing costs accounting for a large portion of most budgets. Marketing costs often range between 25 - 50% of the total budget. SEMtek makes the most of your marketing dollars by providing you with a set of easy to use tools to create and manage your marketing plans. More importantly you can track the success of those plans and create smarter plans for the future.

- Create specific mailing lists from in-house, purchased, or rented data sorted by field in the database
- Generate mail plans using multiple mailing lists, easily scheduling multiple mail drops and A/B splits
- Use geographic rings to specifically target your marketing efforts and determine the distance people travel to attend your programs
- Track effectiveness of mail plans using keycodes
- Import outside data into your internal database quickly and accurately without creating duplicate entries
- Use "slugs" on company addresses to expand your target audience
- Print labels and letters, or export selected mail lists directly to your mail house
- Increase your event profitability

### **Sales and Inventory**

The Sales and Inventory module is an integral part of entrinsic's complete package. With the addition of SIS, the ability to streamline product sales and inventory management complements the ability to manage seminar, corporate training, and continuing education programming through SEMtek. SIS is fully integrated with Order Entry, Accounts Receivable, and Session Accounting features. This module also provides the flexibility necessary to accommodate organizations of varying sizes through:

- Easy to use Order Entry process
- Comprehensive stock and inventory management database
- Integrated requisition and purchasing process
- Extensive audit and analysis reports of both current and historical information
- Wide variety of immediate, on-line inquiry processes

### **Accounts Payable**

Accounts Payable is one of the primary accounting functions within any business entity. SEMtek's AP module provides all the AP functions necessary to run a large enterprise that is also fully integrated SEMtek event accounting functions. Our module facilitates this liability control by providing:

- Easy to use, interactive, vendor invoice entry process that validates vendor invoices against event budgets
- Direct updating of Event P&L while entering vendor invoices
- Comprehensive and flexible payment selection process
- Up-to-date cash requirements listings that itemize outstanding obligations
- Extensive analysis reports of both current and historical data
- Wide variety of immediate, on-line inquiry processes

### **General Ledger**

The General Ledger module is an integral part of SEMtek's complete package. Its unique design characteristics make it equally effective as a stand-alone aid to management in controlling day-to-day business liabilities or as a part of a fully-integrated system with other modules. In addition, the built-in flexibility of the system permits easy implementation in diverse corporate or multi-company environments. Multiple companies (or divisions) can be reported either independently or in a consolidated format. This module provides users with a number of functions including:

- Establishing and processing a company as a separate entity

- Consolidating individual reports for multiple companies into a single set of financial statements
- Using audit reports to list each company's accounts and trial balances or financial statements
- Reviewing both the activity for the fiscal period, quarter, or year and the current corporate position (balance forward)