

FOR IMMEDIATE RELEASE

Contact: Ed Lemire
Acteva
Phone: 415-962-9039
Fax: 415-366-1713

60 Spear Street
San Francisco, CA 94105
Phone: 415-962-9000
Fax: 415-366-1713



Acteva Announces New Features to Enhance Event Marketing and Gauge Post-Event Satisfaction

Capabilities include Promotion Codes, Google Event Publishing and Post Event Surveys

SAN FRANCISCO – May 31, 2007

Acteva, the leader in online event registration and payments, today announced the release of three completely new features available to its Acteva Plus customers. A Promotion Code module, Google Publishing capabilities and a Post-Event Survey feature offer powerful new ways for organizers to market their events and produce follow up surveys. In addition to these new capabilities, Acteva announced enhancements to its email scheduling and post-event sales processing.

Acteva's new services will expand the value of Acteva Plus for new and existing Acteva Plus users. "With the release of these new services, we're providing more options for event organizers to successfully promote their events and also to capture opinions about an event that recently occurred," says Ed Lemire, Vice President of Marketing for Acteva. "With this new technology, users now have even more resources to make their events a success from an attendee as well as a financial perspective."

Each of the new services offer unique capabilities for event organizers. Acteva's **Promotion Codes** are a completely self-service feature that help event organizers increase attendance by making it easy to offer pre-defined discounts as incentives to attend their events. Promotion Codes can be used to reward certain attendee types - such as conference presenters or speakers - by offering discounts as determined by the organizer at the time of registration.

"Prior to Acteva we had a very rigid definition in terms of what we could offer," says Steve Lewis, Co-Chair for the HighEdWebDev Conference. "We could only use a dollar amount. Promotion Codes provide the option of using a percentage." Lewis added that "the greatest benefit of Promotion Codes is they reward those who make the event happen with their contributions."

more

The new **Google Publishing** feature allows users to leverage the world's most popular search engine to help increase event awareness and attendance. Following a simple set of instructions, organizers can use this feature as a powerful tool to gain visibility and put their event "on the map." Users can list their events on Google, make changes to the listing at any time, or remove the listing if their event is sold out. "Like all Acteva features, Google Publishing is a self-service solution that allows changes to be incorporated in real time," says Ed Lemire.

The **Post-Event Survey** feature allows customers to easily monitor their attendees' satisfaction levels via an integrated survey to gather feedback and suggestions for improvement. Organizers can easily define questions, automatically send out Post-Event Survey notification emails, and then run survey reports to see the results. The process gives organizers valuable attendee feedback to help them improve future events.

In addition to the new capabilities announced for Acteva Plus, Acteva has announced upgraded functionality that will be available to both Acteva Plus and Acteva Express Users. **Acteva EventMail** now has enhanced features that make it even easier to use. Most notable is the email scheduling capability that allows users to create and schedule emails so they can be sent at a specific, designated time to attendees. Acteva's enhanced **Post Event Sales** tools go beyond ensuring that sales and registration data are up to date and accurate. Users can now enter data and process registrations themselves *after* the booking period has ended.

For both new and existing Acteva customers, these features and enhancements make creating, publishing, and promoting events easier than ever. "We realize it takes more than technology to successfully manage an event," says Lemire. "Acteva is committed to finding new ways to increase customer satisfaction, and we'll continue to move forward with services that ensure a more productive and user-friendly experience for event organizers and event attendees."

For more information on Acteva, go to <http://www.Acteva.com>

About Acteva

Acteva is the worldwide leader in online event registration and payment solutions. Since 1998, over 11,000 customers have used Acteva to manage more than 150,000 events and process more than

1.75 million registrations. Acteva's customers include McKesson, Bausch & Lomb, Pfizer, Check Point Software, Lending Tree, and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at www.acteva.com/getstarted.

#