

YEM - SNAPSHOT

“Your Enquiry Manager”

for Reception Venues

Your Enquiry Manager

“CONNECTING PEOPLE”

“Your Enquiry Manager”

- YEM is innovative new customer service software
- It integrates with your current enquiry system and assists your team in excellent service delivery

STRATEGIC OUTCOME

- Make more bookings from your enquiries
- Save time and money

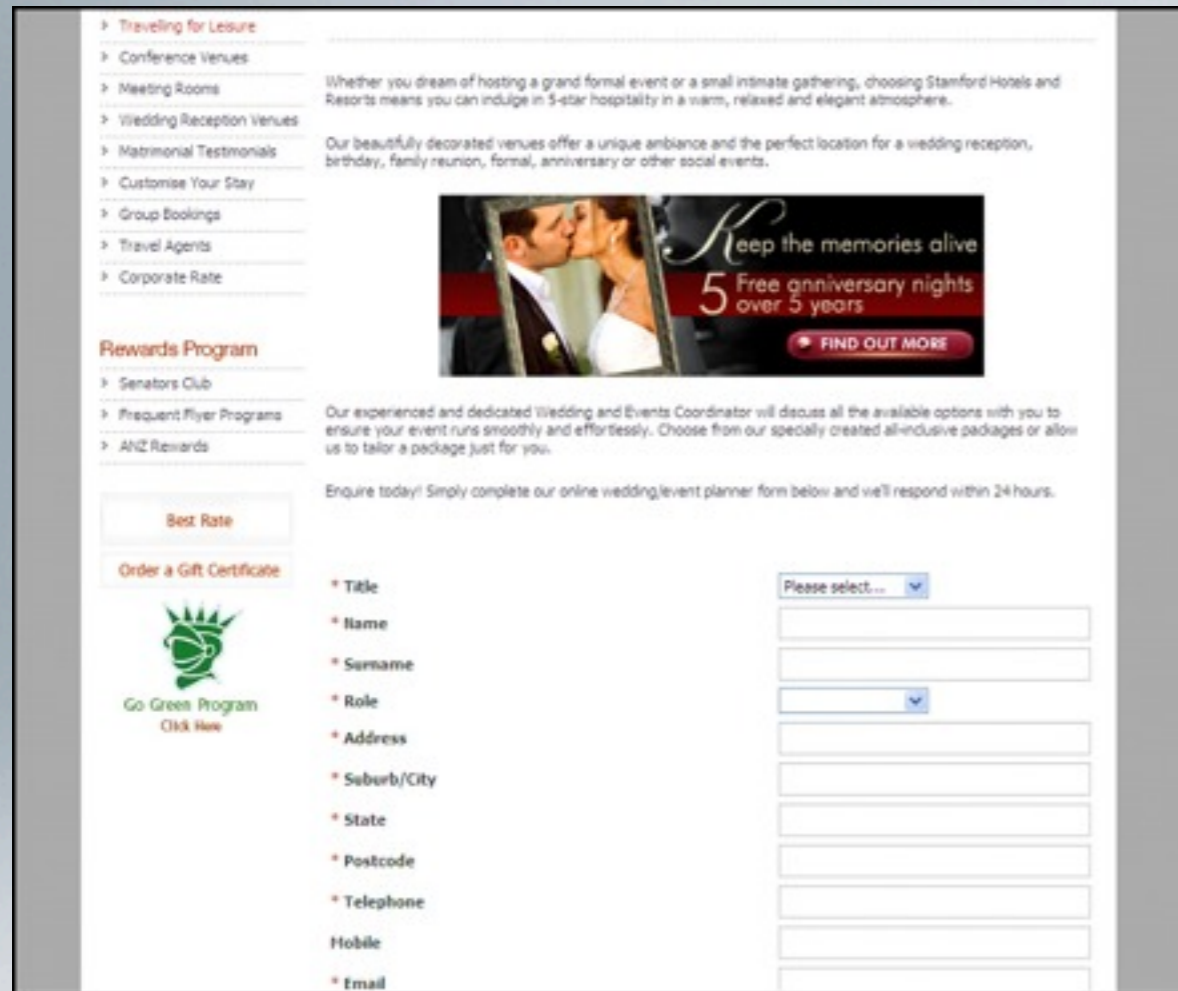
“YOUR ENQUIRY MANAGER”

IS A COMPLETE ENQUIRY MANAGEMENT SYSTEM

- It starts with you simply changing your regular web enquiry page to a YEM enquiry page and you gain
- An information delivery system,
instantly delivering information to your enquiries
- An enquiry management system,
capturing enquiries, backing up enquiries, follow up enquiries and tracking
- A marketing, sales and management tool,
report generator, statistics, graphs, conversion rates and team performance tracking
- A referral system,
You can assist your enquirers by referring suppliers you work with and gain revenue
- It's Professional, time saving and FREE

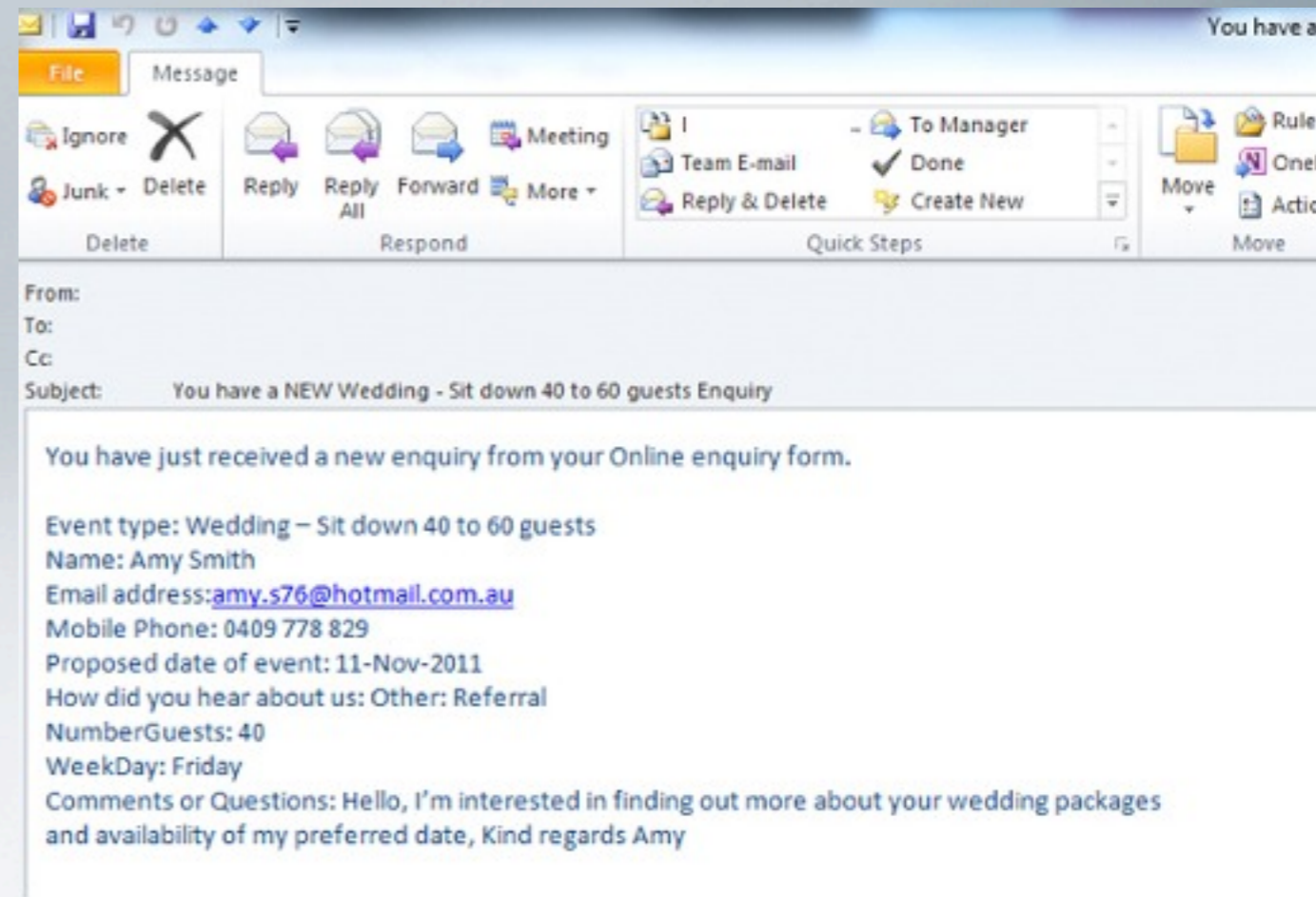
A Normal Web Enquiry Page

This is a normal web wedding enquiry page

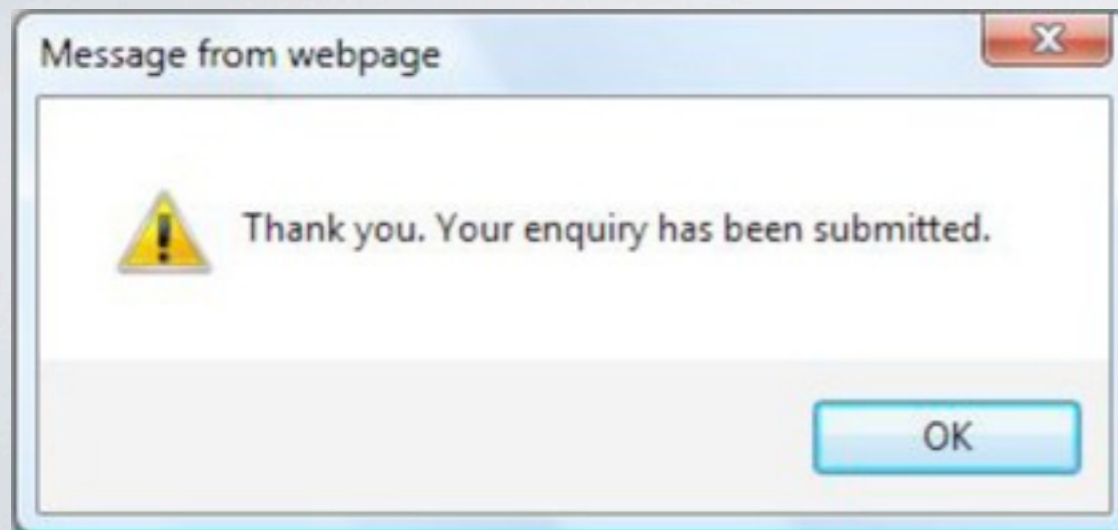


The screenshot shows a website with a navigation menu on the left containing links like 'Traveling for Leisure', 'Conference Venues', 'Meeting Rooms', 'Wedding Reception Venues', 'Matrimonial Testimonials', 'Customise Your Stay', 'Group Bookings', 'Travel Agents', and 'Corporate Rate'. The main content area features a promotional banner for 'Keep the memories alive' with '5 Free anniversary nights over 5 years' and a 'FIND OUT MORE' button. Below the banner is a form for submitting an enquiry, with fields for Title, Name, Surname, Role, Address, Suburb/City, State, Postcode, Telephone, Mobile, and Email. A 'Go Green Program' logo is also visible on the left side of the form.

This is the email you receive



This what your enquirer sees

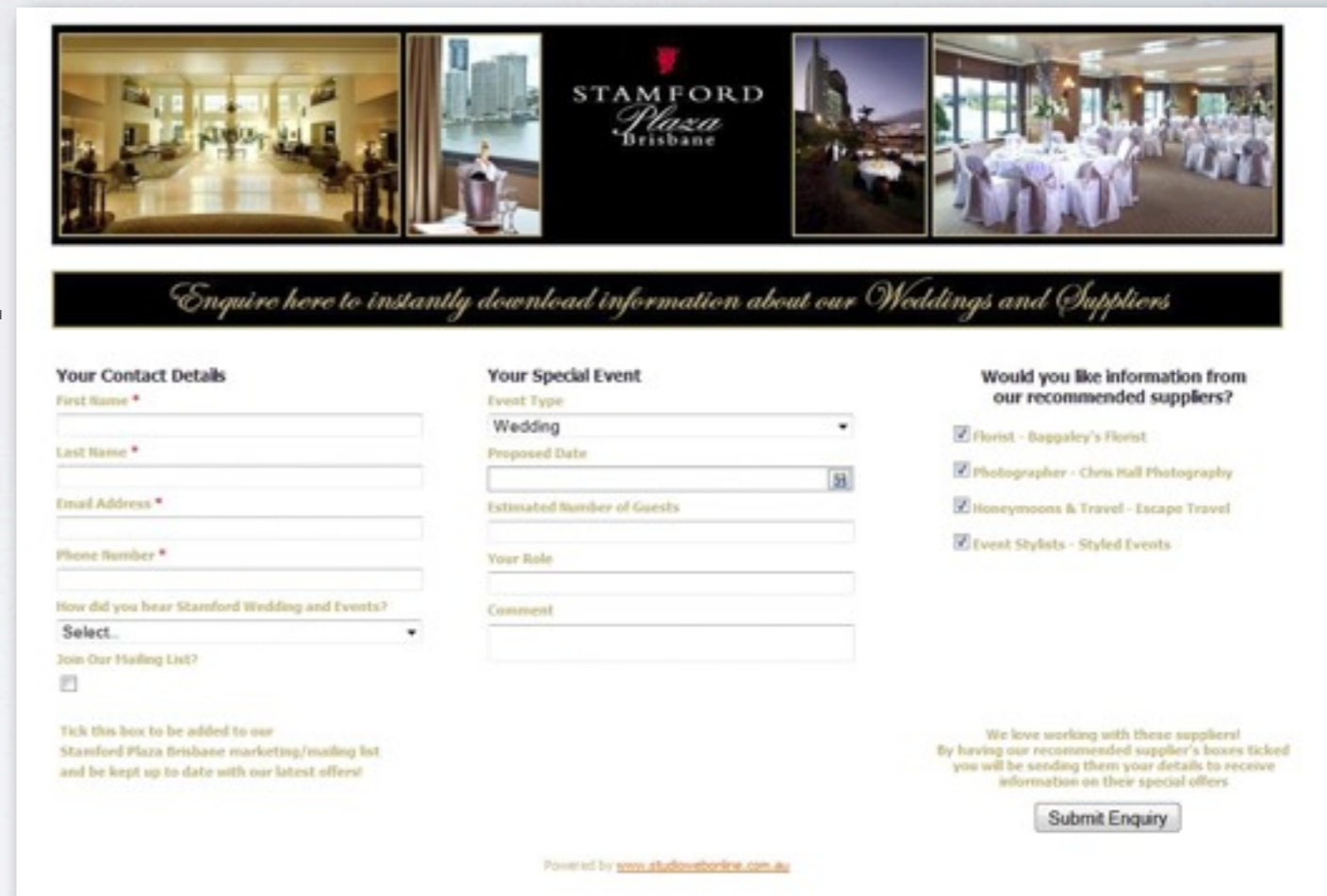


Your Response

- When a function enquiry comes through to the banquet office, I am sure that a reply **is** sent as soon as possible, as soon as you can get back to your emails, amongst the functions you are organising
- If the enquiry comes when a bride finishes work on a friday, you may have functions friday night and saturday and then have sunday and monday off, so it may be tuesday or wednesday before you will be able to respond to that email enquiry
- For you it is the next time you get to your emails, but to the bride it's 4 or 5 days later
- In the industry the average response time is actually 4 days

A YEM web enquiry page is different

- A YEM enquiry page looks very similar to your usual page but it is actually an interface that inputs straight into your own secure online database
- The enquirer inputs the usual information about themselves.
- YEM backs up that enquiry data and stores it in a powerful online enquiry management system
- YEM emails you the enquiry



The screenshot shows a web enquiry form for Stamford Plaza Brisbane. At the top, there is a banner with four images: a hotel lobby, a view of the city from a balcony, the Stamford Plaza Brisbane logo, and a wedding reception. Below the banner is a black bar with the text "Enquire here to instantly download information about our Weddings and Suppliers". The form is divided into three main sections:

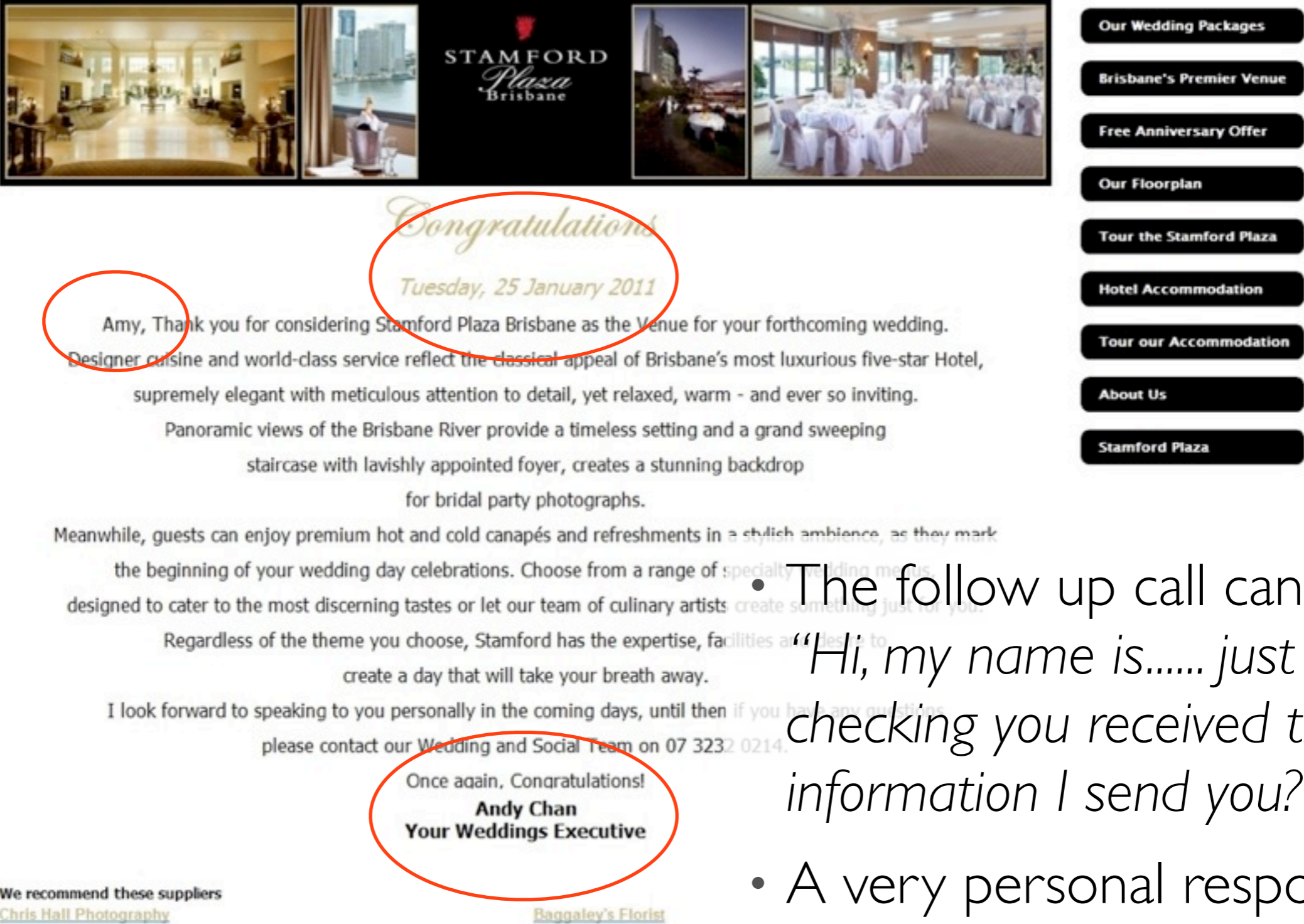
- Your Contact Details:** Includes fields for First Name, Last Name, Email Address, and Phone Number. It also has a dropdown menu for "How did you hear Stamford Wedding and Events?" and a checkbox for "Join Our Mailing List?".
- Your Special Event:** Includes a dropdown menu for "Event Type" (set to "Wedding"), a date field for "Proposed Date", a text field for "Estimated Number of Guests", a text field for "Your Role", and a text area for "Comment".
- Would you like information from our recommended suppliers?:** Includes four checkboxes: "Florist - Baggaley's Florist", "Photographer - Chris Hall Photography", "Honeymoons & Travel - Escape Travel", and "Event Stylists - Styled Events".

At the bottom right, there is a "Submit Enquiry" button. At the bottom center, it says "Powered by www.studioonline.com.au".

- *And instantly creates an automatic response for the enquirer*

Instant Personal Response

- YEM's automatic response allows you to send customised relevant information instantly back to your enquirer



STAMFORD Plaza Brisbane

Congratulations
Tuesday, 25 January 2011

Amy, Thank you for considering Stamford Plaza Brisbane as the Venue for your forthcoming wedding. Designer cuisine and world-class service reflect the classical appeal of Brisbane's most luxurious five-star Hotel, supremely elegant with meticulous attention to detail, yet relaxed, warm - and ever so inviting. Panoramic views of the Brisbane River provide a timeless setting and a grand sweeping staircase with lavishly appointed foyer, creates a stunning backdrop for bridal party photographs.

Meanwhile, guests can enjoy premium hot and cold canapés and refreshments in a stylish ambience, as they mark the beginning of your wedding day celebrations. Choose from a range of specialty wedding menus designed to cater to the most discerning tastes or let our team of culinary artists create something just for you. Regardless of the theme you choose, Stamford has the expertise, facilities and staff to create a day that will take your breath away.

I look forward to speaking to you personally in the coming days, until then if you have any questions please contact our Wedding and Social Team on 07 3232 0214.

Once again, Congratulations!
Andy Chan
Your Weddings Executive

We recommend these suppliers
[Chris Hall Photography](#) [Baggaley's Florist](#)

- Our Wedding Packages
- Brisbane's Premier Venue
- Free Anniversary Offer
- Our Floorplan
- Tour the Stamford Plaza
- Hotel Accommodation
- Tour our Accommodation
- About Us
- Stamford Plaza

- The follow up call can be "Hi, my name is..... just checking you received the information I send you?"
- A very personal response to a very personal event

The First Enquiry

- *“How is it possible to send an automated response to an unseen enquiry?” “It’s not our style”. “We’re better than that”.*
- Automated responses work because most of your web traffic are first enquiries, they are shopping for general information. Replying to these first enquiries takes time and while they are waiting for you to get back to them, they just keep shopping.
- Which do you think she will find more impressive? An automated response comprising a personalised web page customised with your graphics and links to your electronic information? or a one line email saying you’ll get back to her later?
- Make no mistake, today’s enquirers equate quality with techno savvy!
- Some enquiries do want more specific information and those enquiries can be the first you follow up personally when you get back to your emails, as the others have already had a response
- Even those with specific questions will have had a personal instant response from you and information to start them off

SAVING YOU TIME

- *How much time will YEM **save** for the banquet office?*
- *With most systems an enquiry requires an email response from the banquet office and manual transfer of the enquirer's details if the information is to be saved into their data base*
- *With YEM every web enquirer has been automatically added to your database; there is no data entry required*
- *Each enquirer has already received most of the information they want before the banquet office even knows they are interested*

PHONE ENQUIRIES

- When the phone rings with an enquiry what do you do?
- Do you take down the enquirer's name and email address and phone number, perhaps confirm date availability and then say you will send them information?
 - Then you open an email, type a response, add attachments and hit send
 - Then you have to put the enquiry into a written or electronic file system for follow up
 - *What if YEM could do all of that for you?*

WALK IN ENQUIRIES

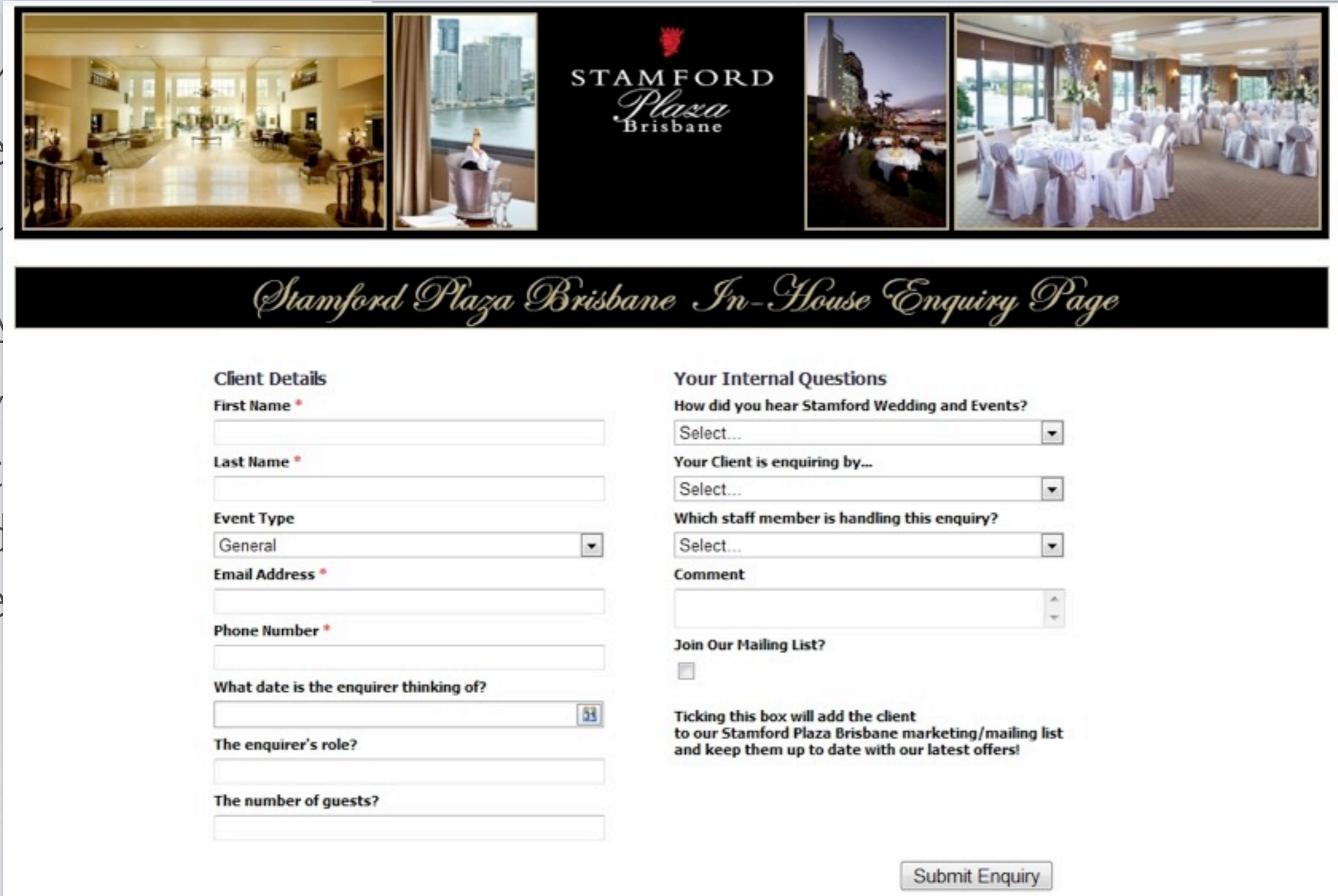
- When a bride walks into your foyer and asks reception for information about weddings what happens?
- Do they give the bride a folder?
- Do the reception team take down the bride's details?
- How do they pass those details on to the banquet office?
- Do those messages always get passed on?
- When does the bride finally get the information she wanted?
 - *What if YEM could handle all of that for you?*

YEM's Internal Enquiry Page

- Your YEM web enquiry page comes with a matching 'internal enquiry page' for handling phone and walk in enquiries
- Accessed from a short cut on your reception screen or desk computer the internal page is designed for handling phone enquiries and walk in customers



YEM's Internal Enquiry Page



The image shows a screenshot of the 'Stamford Plaza Brisbane In-House Enquiry Page'. At the top, there is a banner with five images: a hotel lobby, a view of the city from a balcony, the 'STAMFORD Plaza Brisbane' logo, an outdoor dining area at night, and an indoor dining room with white tablecloths. Below the banner is a black header with the text 'Stamford Plaza Brisbane In-House Enquiry Page' in a white, cursive font. The main content area is divided into two columns. The left column is titled 'Client Details' and contains several input fields: 'First Name *', 'Last Name *', 'Event Type' (a dropdown menu with 'General' selected), 'Email Address *', 'Phone Number *', 'What date is the enquirer thinking of?' (a date picker), 'The enquirer's role?', and 'The number of guests?'. The right column is titled 'Your Internal Questions' and contains: 'How did you hear Stamford Wedding and Events?' (a dropdown menu), 'Your Client is enquiring by...' (a dropdown menu), 'Which staff member is handling this enquiry?' (a dropdown menu), 'Comment' (a text area), 'Join Our Mailing List?' (a checkbox), and a note: 'Ticking this box will add the client to our Stamford Plaza Brisbane marketing/ mailing list and keep them up to date with our latest offers!'. At the bottom right of the form is a 'Submit Enquiry' button.

Client Details

First Name *

Last Name *

Event Type
General

Email Address *

Phone Number *

What date is the enquirer thinking of?

The enquirer's role?

The number of guests?

Your Internal Questions

How did you hear Stamford Wedding and Events?
Select...

Your Client is enquiring by...
Select...

Which staff member is handling this enquiry?
Select...

Comment

Join Our Mailing List?

Ticking this box will add the client to our Stamford Plaza Brisbane marketing/ mailing list and keep them up to date with our latest offers!

Submit Enquiry

- Simply call up the screen while you are handling the enquiry and fill in the blanks

YEM's Internal Enquiry Page

- Just like your web page, the internal page delivers customised instant information to your enquiries
- Loads the client details into your database automatically
- Emails the banquet office with the enquiry and who handled that enquiry
- And triggers follow ups and reminders for your team

The image displays two screenshots related to the internal enquiry system. The top screenshot shows the 'Stamford Plaza Brisbane In-House Enquiry Page'. It features a header with four images: a hotel lobby, a view of the Brisbane River, the Stamford Plaza logo, and a wedding reception. Below the header is a form with sections for 'Client Details' (First Name, Last Name, Event Type), 'Your Internal Questions' (How did you hear Stamford Wedding and Events?, Your Client is enquiring by..., Which staff member is handling this enquiry?), and a sidebar with navigation buttons like 'Our Wedding Packages', 'Brisbane's Premier Venue', 'Free Anniversary Offer', 'Our Floorplan', 'Tour the Stamford Plaza', 'Hotel Accommodation', 'Tour our Accommodation', 'About Us', and 'Stamford Plaza'.

The bottom screenshot shows an email confirmation. The subject is 'You have a NEW Wedding - Sit down 40 to 60 guests Enquiry'. The body of the email reads: 'Congratulations Tuesday, 25 January 2011 Amy, Thank you for considering Stamford Plaza Brisbane as the Venue for your forthcoming wedding. Designer cuisine and world-class service reflect the classical appeal of Brisbane's most luxurious five-star Hotel, supremely elegant with meticulous attention to detail, yet relaxed, warm - and ever so inviting. Panoramic views of the Brisbane River provide a timeless setting and a grand sweeping staircase with lavishly appointed foyer, creates a stunning backdrop for bridal party photographs. Meanwhile, guests can enjoy premium hot and cold canapés and refreshments in a stylish ambience, as they mark the beginning of your wedding day celebrations. Choose from a range of specialty wedding menus, designed to cater to the most discerning tastes or let our team of culinary artists create something just for you. Regardless of the theme you choose, Stamford has the expertise, facilities and desire to create a day that will take your breath away. I look forward to speaking to you personally in the coming days, until then if you have any questions please contact our Wedding and Social Team on 07 3232 0214. Once again, Congratulations!' The email is dated 'Thu 18/11/2010 10:08'.

Promotional Enquiry Pages

- You can create promotional enquiry pages for special events like Mother's day or Christmas with questions and responses to suit that event.
- These are easily constructed by you at your desk without need for an expensive time consuming web designer consultation
- YEM loads these enquiries into your database
- Within the database the enquirers details are linked to the event
- So you get event specific report and marketing opportunities

Stamford Plaza Brisbane In-House Enquiry Page

Client Details

First Name *

Last Name *

Event Type
General

Email Address *

Phone Number *

What date is the enquirer thinking of?

The enquirer's role?

The number of guests?

Your Internal Questions

How did you hear Stamford Wedding and Events?
Select...

Your Client is enquiring by...
Select...

Which staff member is handling this enquiry?
Select...

Comment

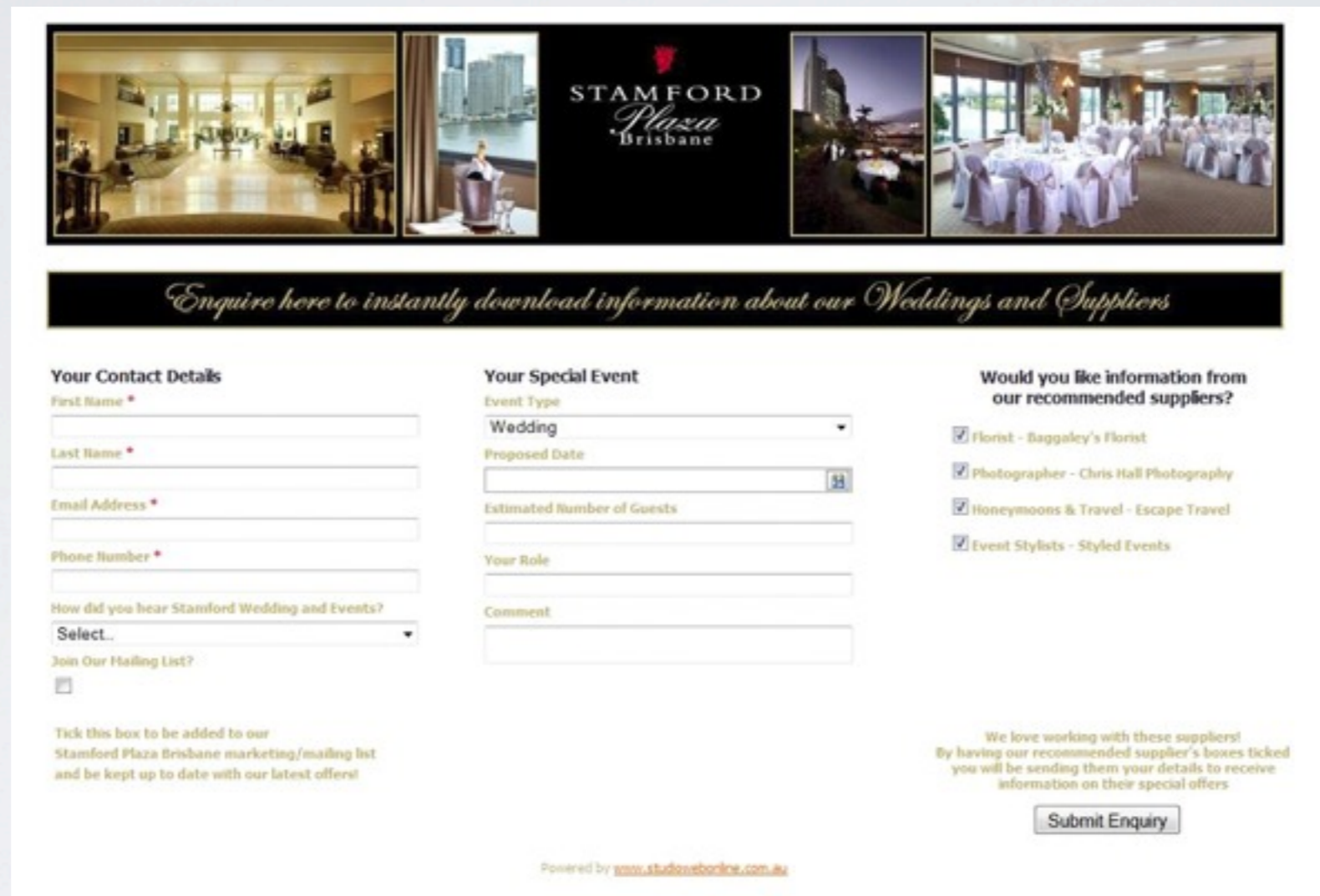
Join Our Mailing List?

Ticking this box will add the client to our Stamford Plaza Brisbane marketing/mailling list and keep them up to date with our latest offers!

Submit Enquiry

Data Back Up

- When the enquirer enters their details on your enquiry page, they are loading straight into your venue's YEM online secure database



The image shows a screenshot of an enquiry form for Stamford Plaza Brisbane. At the top, there is a banner with four images: a hotel lobby, a view of the city from a balcony, the Stamford Plaza Brisbane logo, and a wedding reception. Below the banner is a black bar with white text that reads "Enquire here to instantly download information about our Weddings and Suppliers". The form is divided into three main sections: "Your Contact Details", "Your Special Event", and "Would you like information from our recommended suppliers?".

Your Contact Details

First Name *

Last Name *

Email Address *

Phone Number *

How did you hear Stamford Wedding and Events?
Select..

Join Our Mailing List?

Tick this box to be added to our Stamford Plaza Brisbane marketing/mailling list and be kept up to date with our latest offers!

Your Special Event

Event Type
Wedding

Proposed Date

Estimated Number of Guests

Your Role

Comment

Would you like information from our recommended suppliers?

Florist - Baggaley's Florist
 Photographer - Chris Hall Photography
 Honeymoons & Travel - Escape Travel
 Event Stylists - Styled Events

We love working with these suppliers!
By having our recommended supplier's boxes ticked you will be sending them your details to receive information on their special offers

Powered by www.studiosonline.com.au

Data Back Up

- When the enquirer enters their details on your enquiry page, they are loading straight into your venue's YEM online secure database

Common Tasks

Events
New enquiry
Search
Search clients
Search venues
Calendar
View calendar
View team calendar
Add general task

Home

Upcoming Appointments

You have, 29, overdue appointments.

Appointment	Time	
Tuesday 25 January 2011		
Bonnie On Holidays 10th Jan - 7th Feb	08:00 AM - 08:30 AM	✓
Paris 1st day at new school	08:30 AM - 09:30 AM	✓
Call Gordons friend	09:30 AM - 10:30 AM	✓
January 2013 Meeting	11:00 AM - 11:30 AM	✓
Thursday 27 January 2011		

Upcoming Tasks

Task	
------	--

Pending Enquiries

Host	Date entered	Event type	Client		
Stamford Hotel	25-Jan-2011	Wedding	Saray Swain	✓	✗
	25-Jan-2011	Wedding	Caroline Southwell	✓	✗
Stamford Hotel	25-Jan-2011	Wedding	Amy Smith	✓	✗
Customs Hour	19-Jan-2011	Wedding	Rebecca Vale	✓	✗
The Brisbane P	19-Jan-2011	Dining Room -	Kristine Rodda	✓	✗

Overdue Tasks

Task	
Sunday 23 January 2011	
Sabrina Chen, Damien Silher :: Wedding Interview Follow Up	✓
Lorna Butel, Adam Hicks :: Wedding Interview Follow Up	✓
Monday 24 January 2011	
Tanya Fulton, Andrew Titley :: Wedding Interview Follow Up	✓

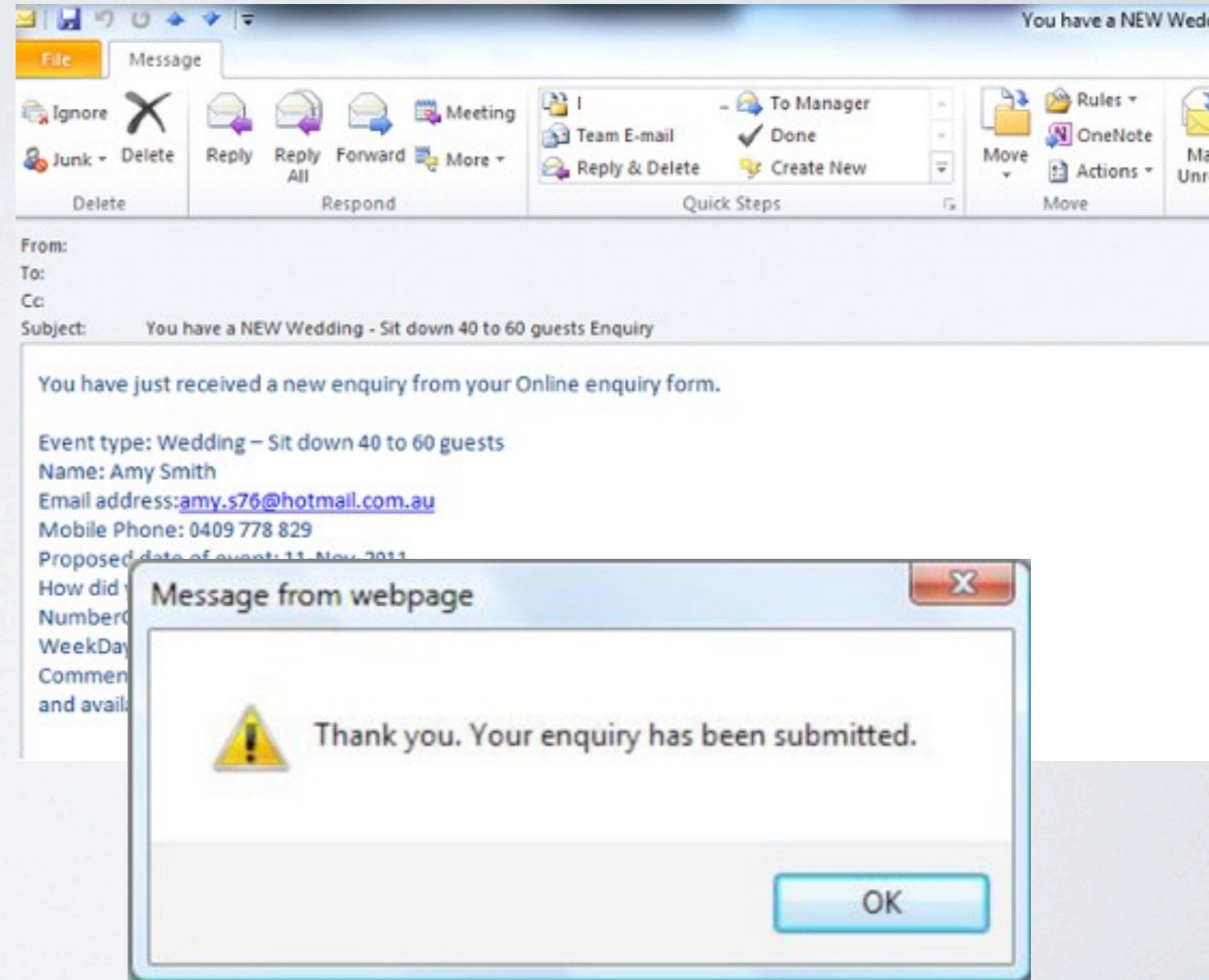
Powered by www.studiosonline.com.au

The information is instantly backed up giving you security against local hardware failure or disasters such as the recent Brisbane floods

Web Reliability versus Email

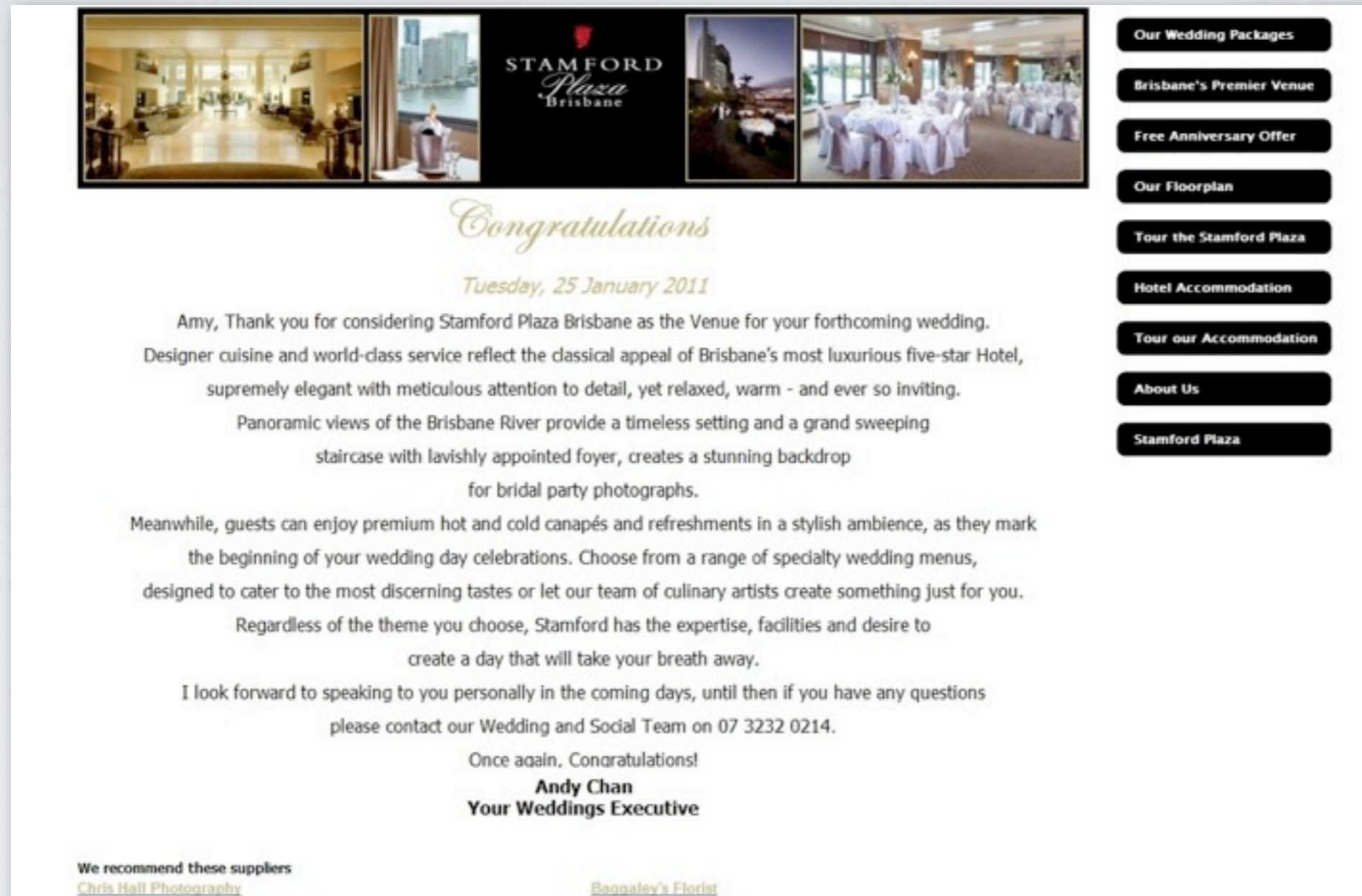
Remember your YEM auto response is delivered as a web page

- Typical Email responses can go to spam or junk
- Emails are not backed up
- Emails can get deleted



Web Reliability versus Email

Remember your YEM auto response is delivered as a web page



The screenshot shows a personalized web page for a wedding at Stamford Plaza Brisbane. The page features a header with five images: a hotel lobby, a view of the Brisbane River, the Stamford Plaza logo, a view of the hotel building, and a wedding reception. Below the header, the text reads: "Congratulations Tuesday, 25 January 2011 Amy, Thank you for considering Stamford Plaza Brisbane as the Venue for your forthcoming wedding. Designer cuisine and world-class service reflect the classical appeal of Brisbane's most luxurious five-star Hotel, supremely elegant with meticulous attention to detail, yet relaxed, warm - and ever so inviting. Panoramic views of the Brisbane River provide a timeless setting and a grand sweeping staircase with lavishly appointed foyer, creates a stunning backdrop for bridal party photographs. Meanwhile, guests can enjoy premium hot and cold canapés and refreshments in a stylish ambience, as they mark the beginning of your wedding day celebrations. Choose from a range of specialty wedding menus, designed to cater to the most discerning tastes or let our team of culinary artists create something just for you. Regardless of the theme you choose, Stamford has the expertise, facilities and desire to create a day that will take your breath away. I look forward to speaking to you personally in the coming days, until then if you have any questions please contact our Wedding and Social Team on 07 3232 0214. Once again, Congratulations! Andy Chan Your Weddings Executive". The page also includes a sidebar with navigation links: "Our Wedding Packages", "Brisbane's Premier Venue", "Free Anniversary Offer", "Our Floorplan", "Tour the Stamford Plaza", "Hotel Accommodation", "Tour our Accommodation", "About Us", and "Stamford Plaza". At the bottom, it recommends suppliers: "Chris Hall Photography" and "Bagnaley's Florist".

Our Wedding Packages

Brisbane's Premier Venue

Free Anniversary Offer

Our Floorplan

Tour the Stamford Plaza

Hotel Accommodation

Tour our Accommodation

About Us

Stamford Plaza

We recommend these suppliers

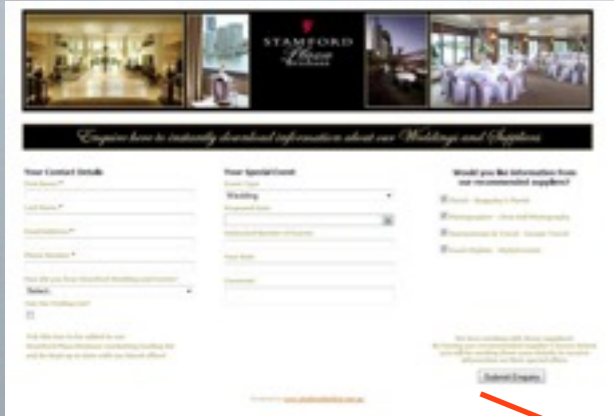
[Chris Hall Photography](#)

[Bagnaley's Florist](#)

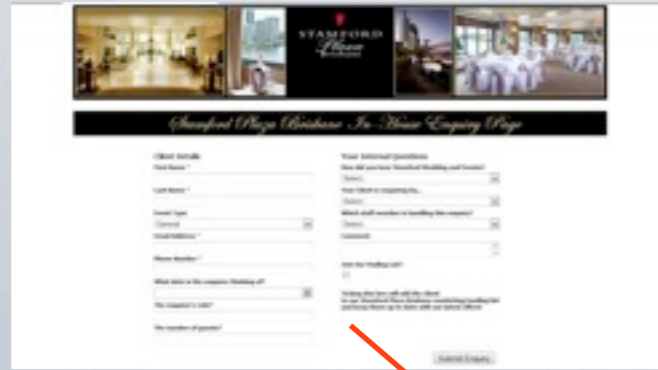
Email reliability is no longer an issue with personalised web page delivery

USING YEM TO HANDLE YOUR WEB ENQUIRIES ELIMINATES ANONYMOUS WEB VISITORS

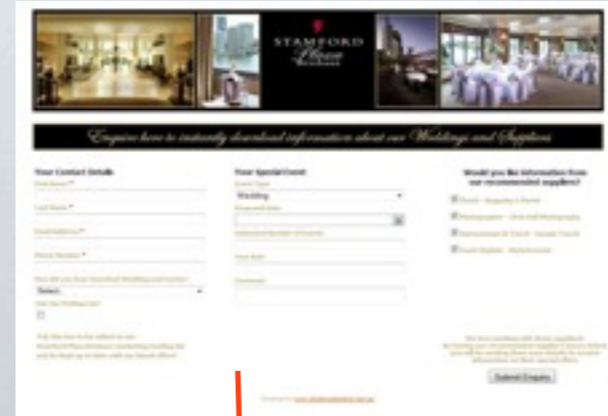
- Allowing anonymous downloading of data can reduce actual enquiries by up to 50%
- Capturing all your enquiries will give you complete information about your clientele, which means more marketing and opportunities
- Venues that have changed their “download packages” button to go to their YEM instant download page have doubled their enquiries on average!!!



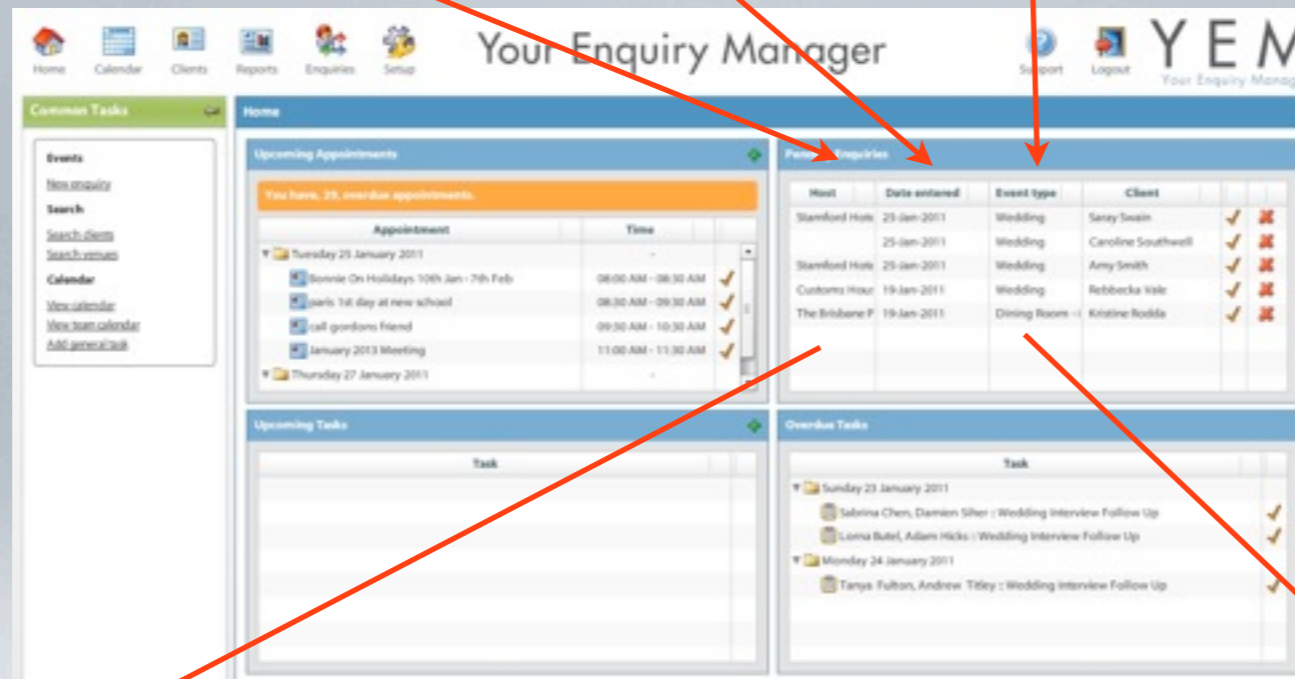
YEM Enquiry Page



YEM Internal Page



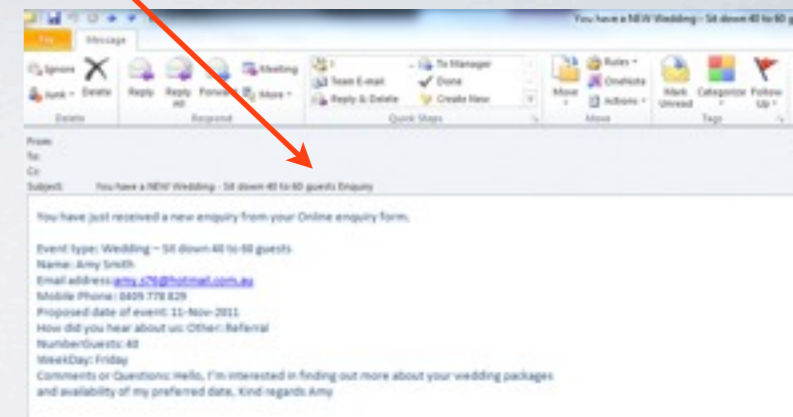
Promotional page



Online Database



Automated response



You get an email as well

YEM Follow up and daily management

- All details of the enquiry can be loaded into the notes of each enquirer
- This will help plot enquiry to site visit conversion and site visit to booking conversion
- Once you have converted the enquiry to a booking the information can be easily exported into your system

The screenshot displays the 'Your Enquiry Manager' (YEM) software interface. The top navigation bar includes 'Home', 'Calendar', 'Clients', 'Reports', 'Enquiries', and 'Setup'. The main content area is divided into several sections:

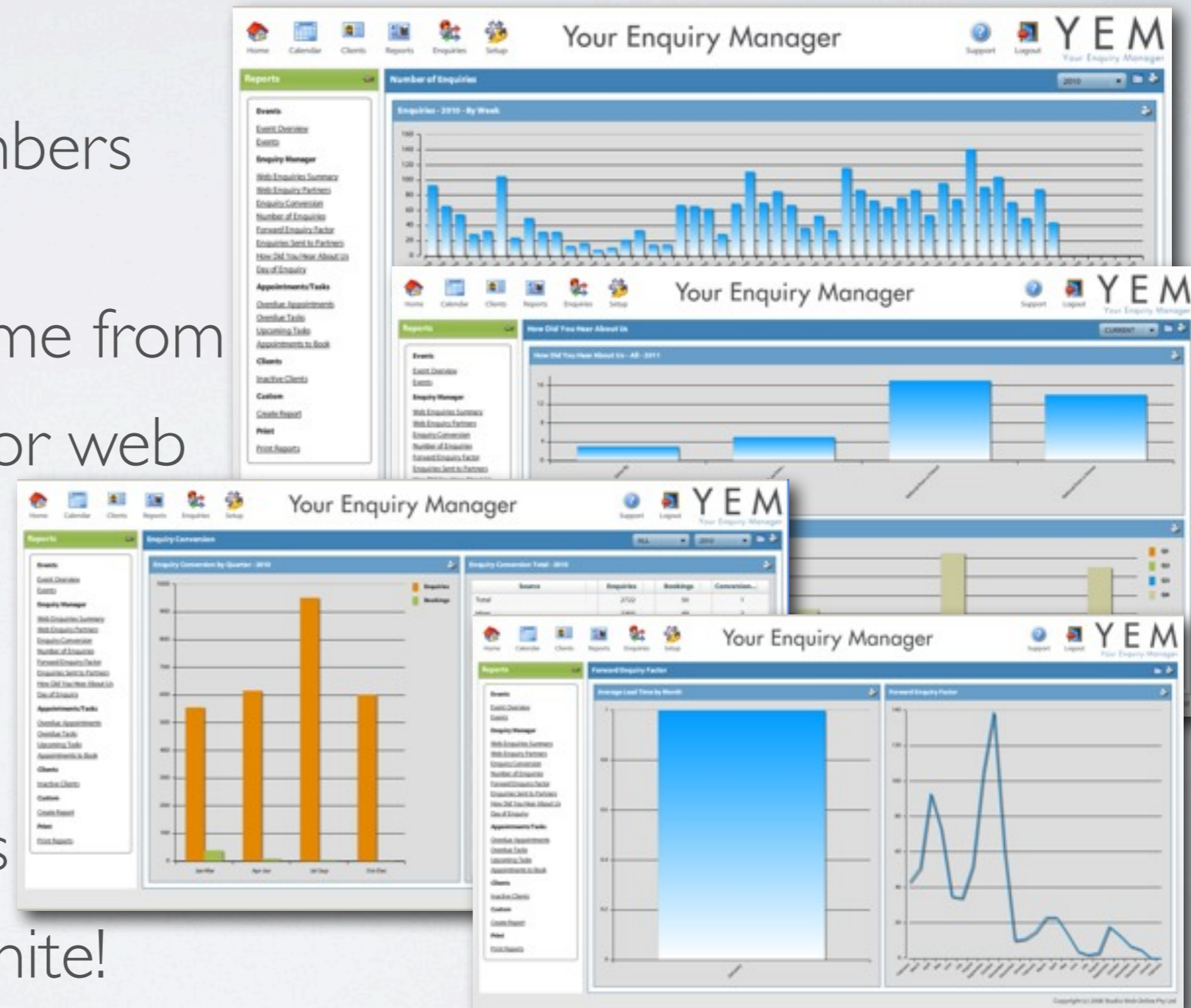
- Common Tasks:** A sidebar menu with options like 'New enquiry', 'Search', 'View calendar', and 'Add general task'.
- Calendar (Kylie Dyson):** A central panel showing 'Enquiries', 'Tasks', and 'Appointments' for a specific date (Tuesday 08-Mar-2011).
- Pending Enquiries:** A table listing enquiries with columns for Host, Date entered, Event type, and Client. It includes status indicators (checkmarks and red X's).
- Administration:** A bottom section with 'Event Types' and 'Steps' for a selected event (Wedding).

Host	Date entered	Event type	Client		
	06-Mar-2011	Wedding	Vernell Hill	✓	✗
	06-Mar-2011	Wedding	Jane Cheung	✓	✗
	06-Mar-2011	Wedding	Danielle Thomas	✓	✗
	06-Mar-2011	Wedding	Rennie Sofos	✓	✗
	06-Mar-2011	Wedding	Catherine Wills	✓	✗
	06-Mar-2011	Wedding	Lee-anne Cutler	✓	✗
	06-Mar-2011	Wedding	Michael Savaae	✓	✗

Step	Parent Step	Time Frame Amount	Time Frame Name
Enquiry Date			
Enquiry Follow Up	Enquiry Date	1	Day
Booked Date			
Event Date			
Event Complete			

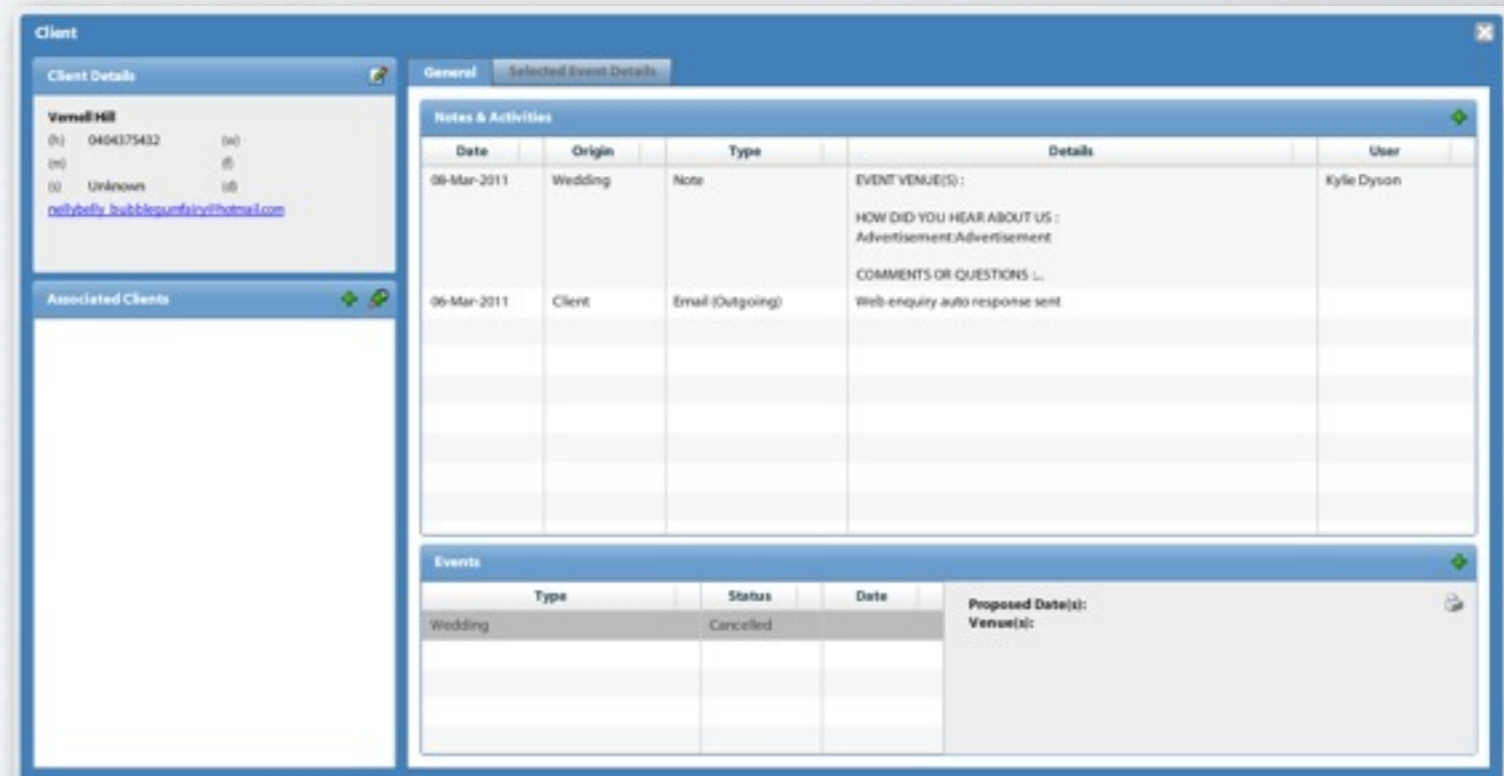
Statistics and Reporting

- Statistics and reporting on your enquiries is the life blood of any business, how many enquiries and where they come from is just the start
- Changes in enquiry numbers through the year
- Where the enquires come from
- Was it an email, phone or web enquiry
- Conversion rates
- Postcode graphs
- Lead time before events
- Custom reports are infinite!



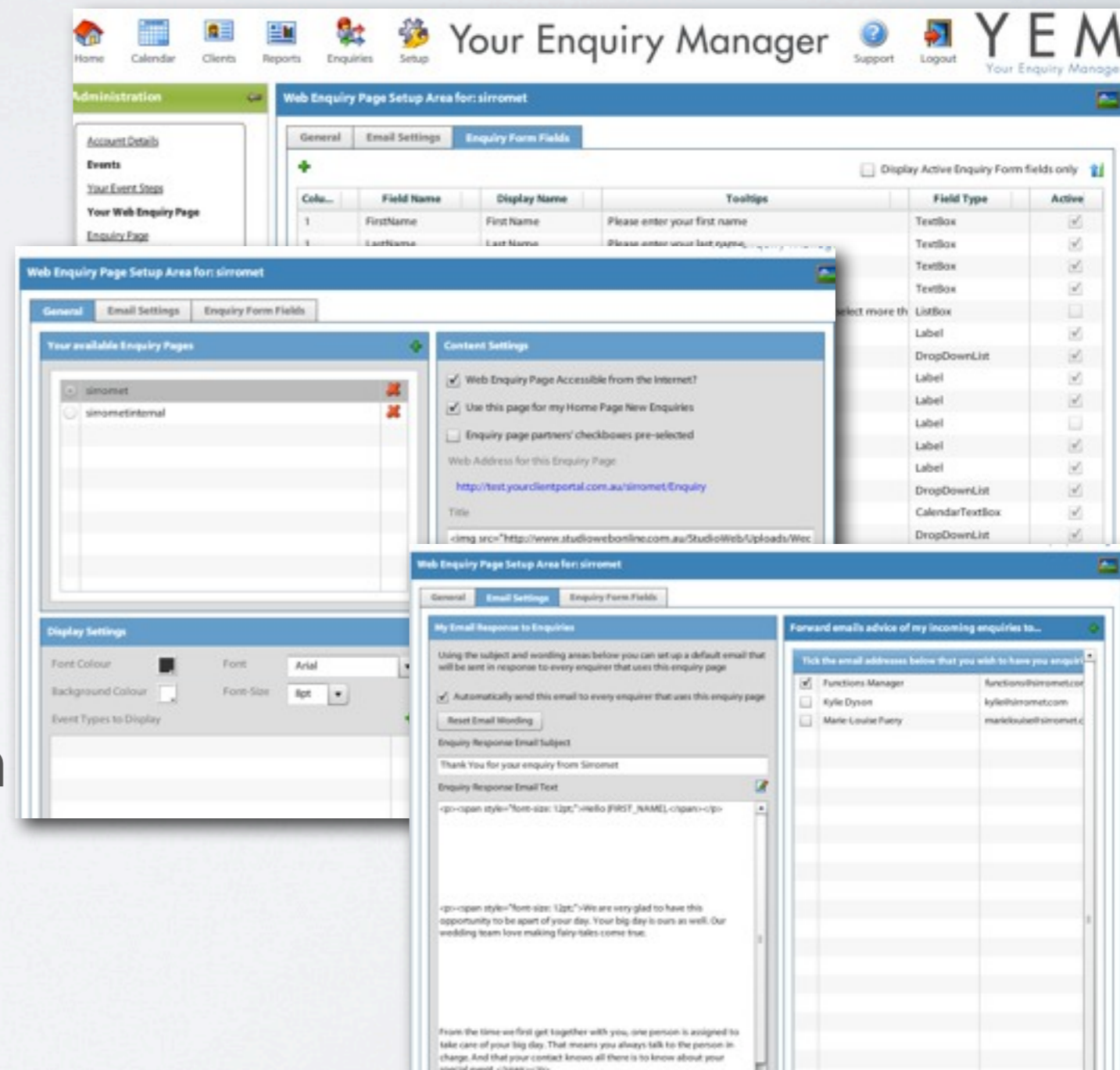
Marketing and One Click Exporting

- YEM is designed to manage all your enquiries and dovetail into your existing event management system
- Marketing to all the enquires you had in the past including those that didn't choose your venue for their event is easy with YEM
- One Click will export the enquiry that books, ready to import into your event management system or it can be managed from YEM



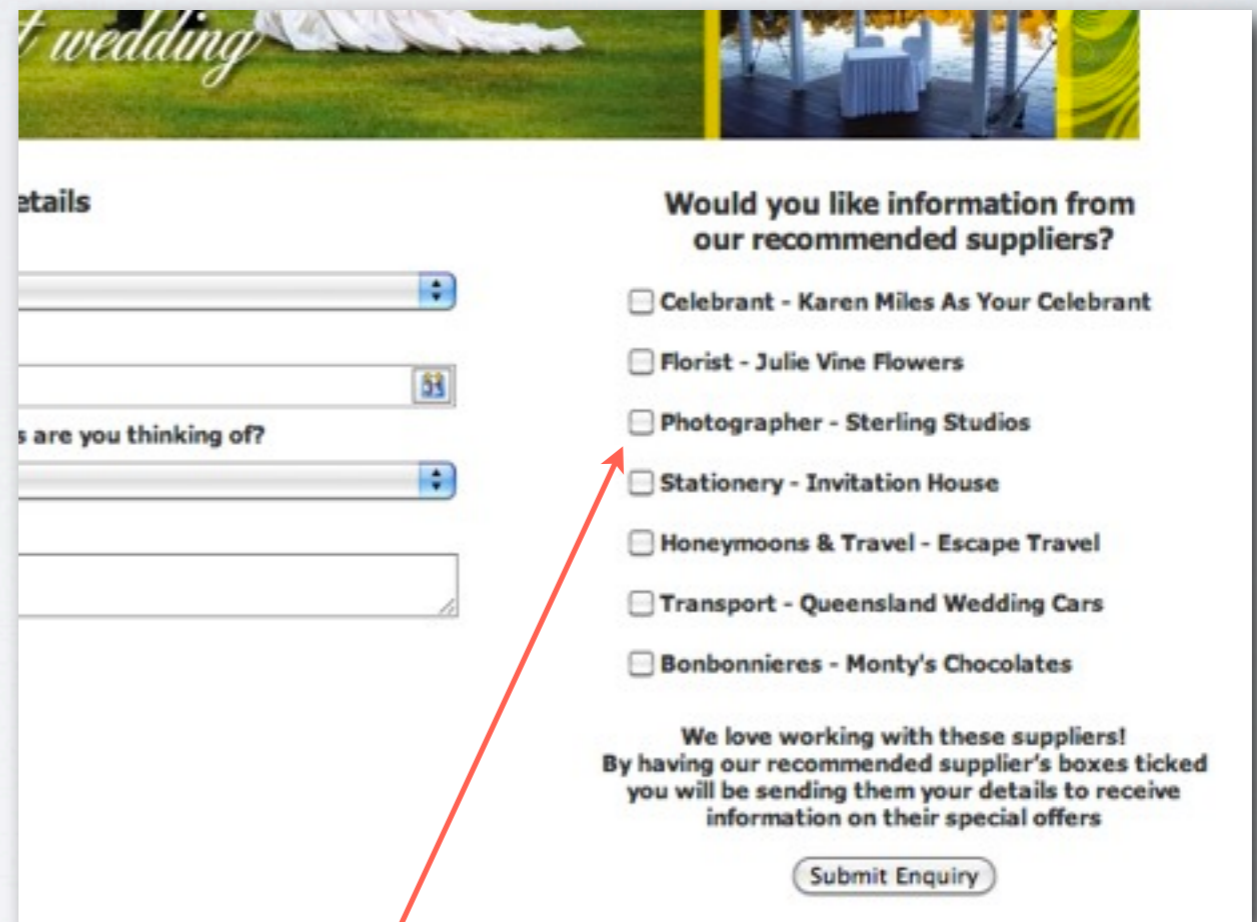
Web Tailoring Costs

- With YEM you can make all these changes yourself with no need for a web programmer or delays in publishing changes
- Response changes
- Staff changes
- Link changes
- Added questions and fields
- Promotional pages
- Internal enquiry changes
- These are all instant and can be done by you



Referrals and Revenue

- Your YEM enquiry page lists your preferred suppliers
- Referring suppliers that you work with and who know your venue is very helpful for your enquirers
- Your operations will run more smoothly with your suppliers
- Promotional support from those suppliers will also be increased if they work with you more often
- You can also gain revenue each time the supplier receives an enquiry



The screenshot shows a portion of a website's enquiry form. At the top, there are two images: one of a wedding dress on a grassy field and another of a wedding reception table. Below the images, there are several input fields for details, including a dropdown menu, a text box with a '53' icon, and a text box with the placeholder 'What are you thinking of?'. To the right, there is a section titled 'Would you like information from our recommended suppliers?' with a list of seven suppliers, each with an unchecked checkbox:

- Celebrant - Karen Miles As Your Celebrant
- Florist - Julie Vine Flowers
- Photographer - Sterling Studios
- Stationery - Invitation House
- Honeymoons & Travel - Escape Travel
- Transport - Queensland Wedding Cars
- Bonbonnieres - Monty's Chocolates

Below the list, there is a note: 'We love working with these suppliers! By having our recommended supplier's boxes ticked you will be sending them your details to receive information on their special offers'. At the bottom right of the form is a 'Submit Enquiry' button. A red arrow points from the text below to the checkbox for 'Stationery - Invitation House'.

Ticking their box forwards the enquiry to that supplier

WHY IS YEM FREE

- YEM is paid for by the suppliers on your enquiry page
- You nominate your supplier types and your suppliers and you can change them without notice
- These suppliers pay an annual fee to YEM for having a listing on your site (\$599pa with discounts for smaller suppliers)
- And a fee to you, everytime the supplier receives an enquiry (usually \$1 and set by you for each supplier individually) with all administration is done by YEM and paid quarterly
- You choose the amount per enquiry, or not charge suppliers you have special arrangements with, the choice is yours

YOU CHOOSE YOUR SUPPLIERS

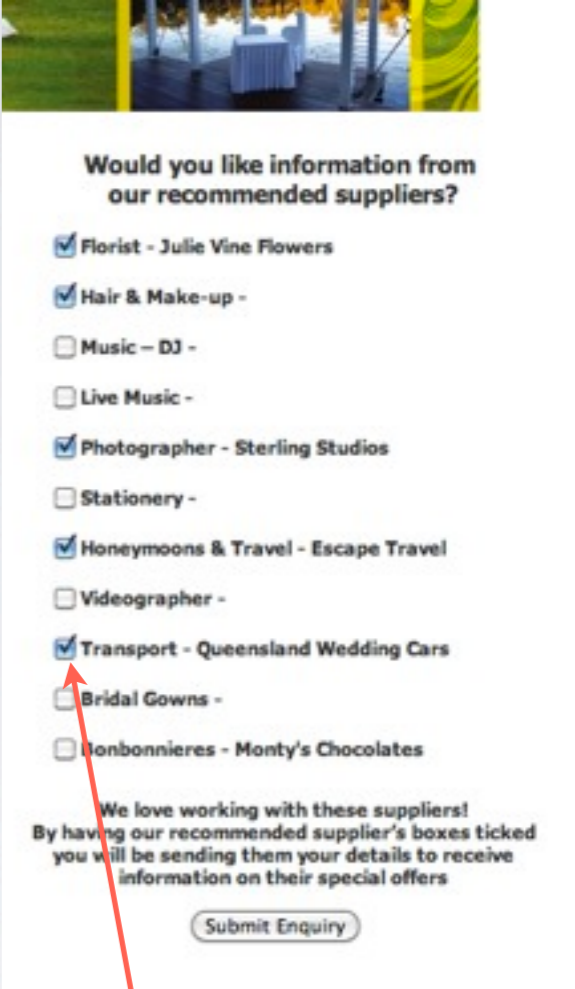
- You choose the supplier categories on your page
- You nominate the individual supplier for each category
- We load them onto your site for a one month free trial to see that this marketing works for their business
- We invite the suppliers for you and explain how everything works
- You choose how much you charge them per enquiry

FEES FOR SUPPLIERS

- Many venues want to protect the special relationships they have with their suppliers
- Offering favourite suppliers a position on your YEM enquiry page is an indication of your appreciation
- While all suppliers pay YEM, the fee per enquiry (paid to you) is optional. The choice of how much to charge per enquiry and whether to charge anything at all is yours.

POTENTIAL REVENUE FROM YOUR ENQUIRIES

- When an enquirer ticks one of your suppliers that supplier pays you - the amount per enquiry is decided by you
- If you have 10 suppliers and the average enquirer ticks 5 of them and you have 40 enquiries per week - then your revenue per year = $\$1 \times 5 \times 40 \times 52 = \$10,400$ per year
- The revenue is collected by YEM and paid to you quarterly, YEM handles all the administration
- In your reports area you can check at any time to see how many referrals are being forwarded and how your revenue is going



Would you like information from our recommended suppliers?

- Florist - Julie Vine Flowers
- Hair & Make-up -
- Music - DJ -
- Live Music -
- Photographer - Sterling Studios
- Stationery -
- Honeymoons & Travel - Escape Travel
- Videographer -
- Transport - Queensland Wedding Cars
- Bridal Gowns -
- Bonbonnières - Monty's Chocolates

We love working with these suppliers!
By having our recommended supplier's boxes ticked you will be sending them your details to receive information on their special offers

Ticking their box forwards the enquiry to that supplier and 5 ticks is \$5 to you

Increase enquiries through partnering

The image shows a screenshot of a website enquiry form. On the left, there is a header for 'St John's Cathedral' with a photograph of the cathedral at dusk. The form is divided into several sections:

- Your Contact Details:** Fields for First Name, Last Name, Email Address, and Phone Number.
- Your Event Details:** A dropdown menu for Event Type (set to 'Wedding'), a field for Proposed Date, a dropdown for Preferred time of service (set to 'Select...'), a dropdown for How did you hear about us (set to 'Attend St Johns'), and a Comment field.
- Would you like to receive information about:** A section with checkboxes for 'Photographer - C...', 'Function Centre...', and 'Cars -', 'Celebrant -', 'Florist - Maryrose Loff Floral and Foliage Designer', and 'Hair & Make-up - Girl Friday's Makeover Lounge'.
- Submit Enquiry:** A button at the bottom.

On the right side of the form, there is a large black banner for 'Bridal on James' by 'FIORENZA COLLECTIONS'. The banner includes the text: 'Click here to instantly download information about our Weddings & Suppliers' and 'Bridal on James, James Place, 31 James Street, Fortitude Valley'. Below the banner, there are several horizontal bars, likely representing a list of suppliers or services.

- Would you like to know when a bride books a favourite ceremony location or gown designer?
- You can receive more enquiries by becoming a partner on other YEM enquiry pages

YOUR EXTRA ENQUIRIES

- Many of our YEM hosts use a portion of their supplier revenue to become a partner on other supplier sites
- To gain 20 extra enquiries per week at \$1 per enquiry would cost $20 \times \$1$ per week, plus \$599 per year for the button to YEM
- Your YEM revenue = \$10400 from your YEM page
Cost of your extra enquiries $\$1 \times 20 \times 52 + \$599 = \$1639$
- So you would still receive \$8761 per year plus 20 more new enquiries per week and all from free YEM software



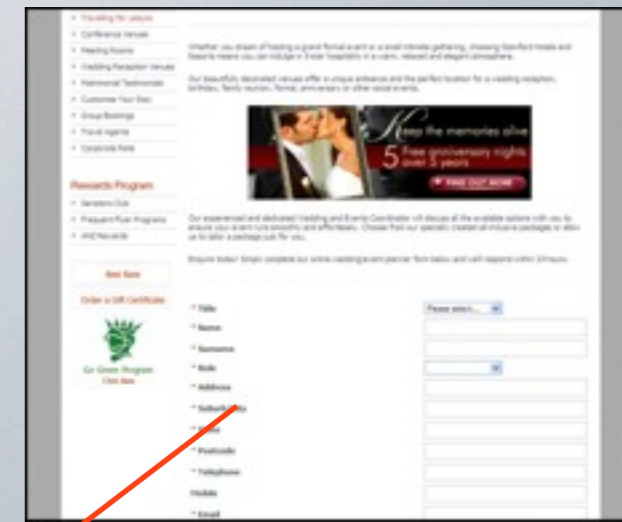
YEM Enquiry Page



YEM Internal Page

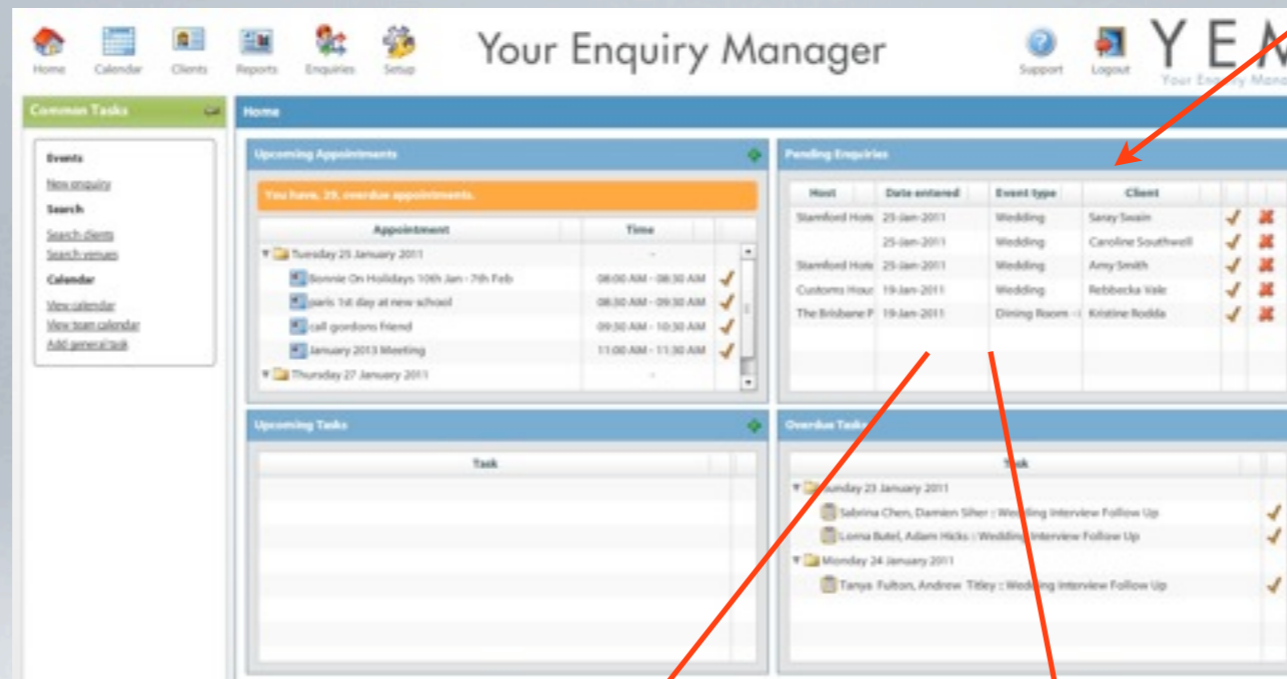


Promotional page



Referral page

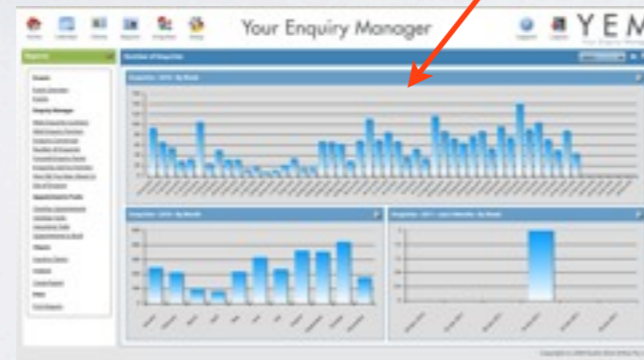
Online follow up and reminder system



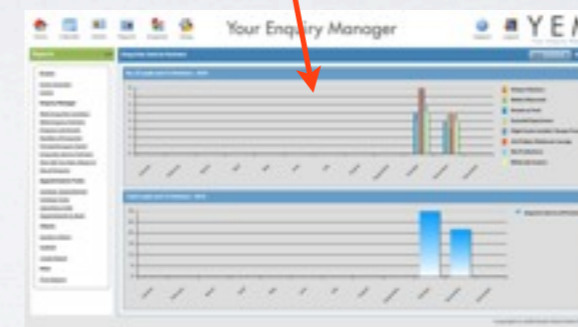
Online Database



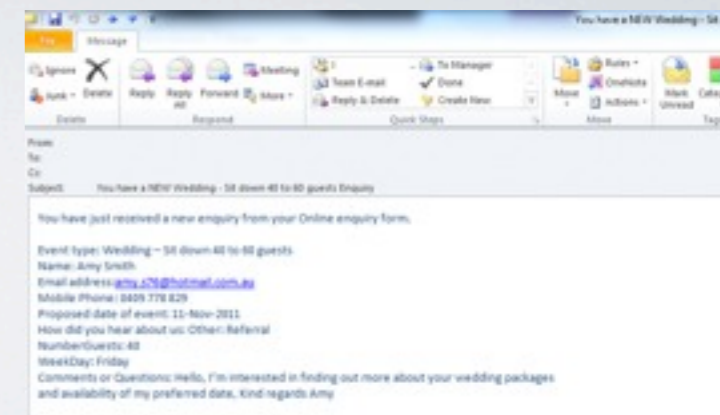
Automated response



Statistics



Revenue from referrals



You get an email as well

WHO IS YEM FOR?

- The Enquiring Client
 - Instant information when they first enquire online, Quick follow up to relevant questions, Great referrals to other suppliers to help the enquirer, Easy planning and sharing of event data, Great confidence through professional and quick responses
- The Banquet Manager
 - Having all the routine web, walk in and phone enquiries handled efficiently and saving hours of time in emailing, Loading the enquiries into an online follow up and reminder system to maximise conversion from an enquiry to a site visit, and then from site visit to a booking, Sharing of event details with clients to increase ease of client communication and pre event planning using event planning software, Referring suppliers you like to work with, who know your venue and are professional and reliable
- The Sales and Marketing Manager
 - YEM reports on marketing effectiveness, Source of enquiries, Enquiry to site visit conversion rate, Site visit to booking conversion rate, Feedback on reasons for not booking, All enquiries in one secure online database, Forward booking graphs and market changes, Extra bookings through Partnering and sponsoring Forward bookings this year vs last year, Actual vs targets for enquiries and bookings, Staff effectiveness - who is the star in the sales team, Which enquiries aren't followed through ? What advertising brings the best types of functions ?
- General Management
 - Easy overview of how the departments are performing, Extra income from partner sharing, Time saving for busy departments, Accountability within departments, Advanced direction for marketing and sales, Data confidentiality and protected off site storage
- Your Reception
 - Having your internal enquiry page on your reception and banquet office computers desktops allows for easy walk in and phone event enquiries to be handled efficiently and thorough communication between departments
- Your Preferred Suppliers
 - Their name is seen by every web enquirer with their listing on your enquiry page, A link to the supplier's website is on every response page, A huge increase in enquiries when the supplier's box is ticked by the enquirer, with leads arriving straight into their email inbox, Gaining more bookings in venues they work well with, A position on your enquiry page is a tangible reward you can offer for the support they give your venue.

“YOUR ENQUIRY MANAGER” IS A COMPLETE ENQUIRY MANAGEMENT SYSTEM

- We've used weddings as an example
- But remember - YEM works for all your enquiries types
- Any enquiry you take - for private functions, Corporate Events, Meetings and any other event type
- YEM can handle it for you because YEM is a complete enquiry management system

STRATEGIC OUTCOME

- Make more bookings from your enquiries
- Save time and money

TEST DRIVE

- I would like create a draft enquiry page for your site for you to test
- It will be live on the web but not attached to your site
- It will have your graphics and your wording and images
- Delivering to your email address

A “SNAPSHOT” OF YEM

“Your Enquiry Manager”

It's time to add YEM

“CONNECTING PEOPLE”

“YOUR EVENT PLANNER”

- With so many events, the banquet office acts as a quasi planner to help the client arrange their function
- This is enormously time consuming
- YEM has a new event planning interface being written to allow booked clients to share their event data directly with their venue and suppliers
- Instantly populating the fields in your database
- YEP (Your Event Planner) will prompt the client with all the information required and planning needed for their event

“THE BENCH MARK”

- Bench marking has been around for accommodation for years
- Now it will be available for enquiries too
- Comparing your changes in enquiries and conversion rates to those in the industry and directing you to your areas of need

YEM IS FOR VENUE GROUPS

- Easy access to up to date data for multiple sites from one online data base
- Inter site comparison
 - Enquiry data, Site visits, Conversion rates
 - Marketing strategies
 - Staff effectiveness
 - Site utilisation

