evision

The platform for integrated digital event publishing

eVision is the new events publishing software developed by Abacus e-Media to provide a powerful platform for event marketing and cross-promotional editorial and user-generated content, coming from the same stable as Webvision, the industry-leading editorial CMS.

The aim of the system is to empower event organisers and marketers to create feature-rich and professionally designed sites that maximise event promotion on the web, and integrate relevant and related industry content to improve the user experience and extend the event life cycle.

Key technology overview

Sites are managed through an intuitive CMS that enables your team to set up and manage multiple events, exhibitions, conferences, seminars or in fact any type of session-based event.

Key features include an interactive programme calendar for planning complex multi-stream agendas, and content management tools for updating site content, exhibitor, sponsor and speaker details. eVision is designed to integrate with third-party technologies such as CMS and CRM systems, event manuals and floor planning tools. This technology is designed to streamline the workflow and production processes around creating and managing industry leading event websites and in doing so driving down production costs.

eVision CMS
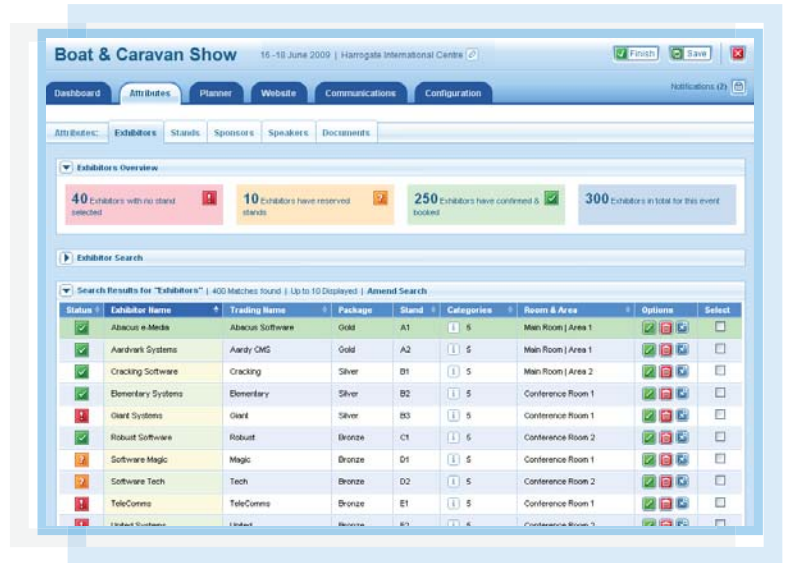
eVision dashboard
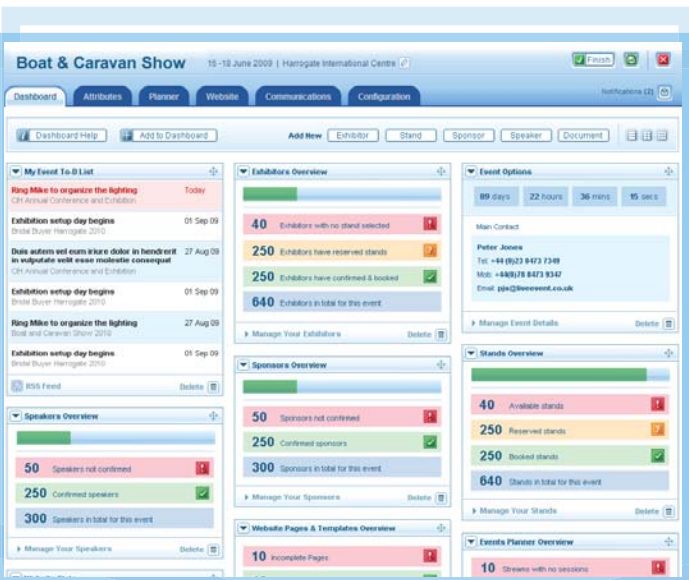
SPIN technology & UI Framework for advanced publishing control

eVision ships with a package of page templates which can be configured through the CMS and individually branded to provide a unique look and feel for each event. This approach is highly cost-effective for quickly rolling out multiple sites across a group or portfolio of shows.

Using the Webvision v3 SPIN technology, non-technical users can change section page layouts, create new marketing copy, or completely change the look and feel of the site pages to keep the site fresh and sticky. Users can integrate editorial, UGC and rich media content from any other site via RSS feeds and widgets.

New revenue opportunities

Talking to our clients and listening to their needs we have built in a number of sponsorship and revenue generating features into the page templates to make your event sites work harder.

Exhibitors, sponsors, calendar streams and sessions can all carry promotional branding and the exhibitor/sponsor pages have configurable templates which really make an impact – these can include embedded picture galleries, video, attachments and contact details which can be positioned as an up-sell or value add. We understand the web is all about opportunities, so naturally we have catered for all standard advertising positions across the page templates and optimised the site for organic SEO.

⬂ Boat & Caravan Show

⬂ British Bridal Exhibition

Professional design – event websites have never looked so good

At Abacus e-Media, we care about design and usability, so it is our aim to create clean looking, professional and highly functional websites for the event industry.

We understand that each event or show website will have a very different USP. We believe we have found the ideal balance needed to create imaginative and compelling one-off sites for exhibitions or a more simple routine approach for presenting a high volume of small conference programmes within a corporate event website. The UI Framework page templates provide the flexibility needed at both ends of the spectrum.

Self service – coming soon!

eVision is designed to work harder for your event business and try to alleviate cost and effort at all touch points throughout the production and marketing process during the event lifetime.

Just as the CMS provides a streamlined workflow to reduce the effort needed to keep your site up-to-date, our self-service user interface allows your exhibitors, sponsors, and speakers to manage their own profiles as well, providing a better service to your clients and reducing the overhead on your team's production effort.

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