

# Event Lifecycle Technology<sup>SM</sup>

## Successful Event Management...It's All About the Process.

ReServe is the only Catering & Event Management software program designed around the lifecycle stages of an event from initial guest inquiry to final thank you note and everything in between. Our unique, process-driven design called Event Lifecycle Technology<sup>SM</sup>, is customizable based on your unique business processes. Engineered to increase your overall productivity, it automatically prompts you to take the right steps and do the right things at the right time so no details are missed and no mistakes are made.

**Start Here**



**Process Event Inquiry**

Enter any contact or event information you have and generates related correspondence.

Reminds you to find out if/when the guest is ready to book.



**Send Proposal**

Build and email a custom, branded proposal with detailed event information.

Reminds you to verify when the proposal is received.



**Process Tentative**

Book the event, schedule a deposit and select payment arrangement. Event date/time is blocked. Confirmation is generated.

Reminds you to verify when the deposit and/or contract is received.



**Bonus Points! Customer Confidence**

Note when deposit is collected, verify payment amount and record payment method. Appropriate correspondence is generated.

**Process Definite**



Reminds you to follow up to gather F&B and set-up and service requirements.



**Complete an Event Order**

Process, generate and distribute completed event order.

Reminds you to verify receipt of the signed event order and follow-up to get guaranteed attendance.



**Bonus Event! Customer Referral**

Reminds you to input actual guest count information and create the event check for the guest.



**Guarantee the Event**

Guarantee event.



**Generate Event Check**

Generate event check or invoice.

Reminds you to send a thank you letter and event evaluation to the guest.



**Generate Thank-You**

Generate thank you letter.

Reminds you to verify that the event evaluation form is received.

*"Before using ReServe, managing all the details and documentation for an event was a nightmare! ReServe streamlines the entire process of managing an event, so I am confident that no details are being missed, and I have more time to sell and provide service to my guests."*

- Beth Brown, Special Events Manager One Market Restaurant

**Finish**



**Close Event**

Notifies of remaining balance.

Record payment and fill in payment method, if necessary.

Reminds you to follow-up with the guest to secure future business.

Hospitality Software Solutions

**RESERVE**<sup>®</sup>  
INTERACTIVE

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