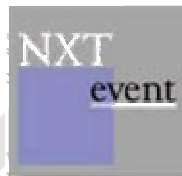


Consultant



***NXTevent uses Intranets.com
as central repository for ideas to
improve process***

RLE July 2004

Consultant



NXTevent
Boston

NXTevent -- a special event, meeting and destination management firm regional to Boston and New England -- which is participating in the Boston 2004 Democratic National Convention -- is using Intranets.com to solve a wide variety of challenges faced by a growing firm that is supercharged with organizing multiple events.

“NXTevent is managing 4 of the DNC delegate parties -- along with a good number of other events for other clients -- and we basically moved our whole business onto Intranets.com and stopped using our server on June, 18,” says Allyson O’Connor, CEO and Founder of NXTevent. “Intranets.com takes the headache away of relying on your own server.”

“We migrated a few thousand documents onto the Intranets.com Document Manager, and we are already using the Intranets.com Task Manager, Discussion Forums, and Online Calendar,” says O’Connor -- just days after the migration. “Already we are seeing a lot of positive results.”

“In an aggressive business environment, where a lot of competition is growing and evolving business, our management team often come up with these little gems of information that would improve the performance of our business, or glean better ways to get things done through program management and customer feedback. These are important to capture, but may not receive immediate attention. Before we adopted an online collaborative tool like Intranets.com, every time someone here had a good idea, an email would be generated to preserve it.”

“Now, each of us in our 8-person company, gets hundreds of emails, on a daily basis, because of the large number of projects that we manage. These great ideas -- these little jewels of knowledge need not get lost in the inbox. We use Intranets.com to preserve these ideas instead. Intranets.com gives us a central repository where everyone can post their ideas, and respond to other people’s ideas and get updated on a regular basis.”

“One of my main objectives in using Intranets.com,” confides O’Connor, “was to cut down on internal email, which can be just overwhelming for a small business where people are documenting and updating their processes with emails. Intranets.com’s Discussion Forums

**“Intranets.com
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*- Allyson O’Connor,
CEO and Founder
of NXTevent*



function has allowed us to cut back tremendously on email making us more productive.”

“We like Discussion Forums as a way of sharing really good information – everything from team building to processes to plans. It’s a good place for team members to go when they have the time and other matters aren’t competing for their attention. I have all this information in one place; I like that. As a business owner, Intranets.com’s Discussion Forums helps me really listen to my staff and retain great ideas. In fact, one of the great ideas we had a year ago was, we need an intranet to increase flexibility and performance.”

“Another way Intranets.com has made a big difference is by allowing us to multi-task on location. As an event management company, everything we do is project-oriented and being able to work on all the documents that entails, anywhere, anytime, is important. I have 2 employees down in Boston today managing registration for a multi-day event. There will be several periods when on site registration is extremely light, or stops altogether. With Intranets.com, my staff can work online, whenever they have down time.”

“We keep Word, PowerPoint and Excel documents -- powerful working documents for the entire company -- on Intranets.com. Registration reports, all company forms, our internal processes, our scheduling, the way we manage programs, our contacts, event resumes -- everything is on Intranets.com. Our people can have all this information at their fingertips, anytime.”

“Once we decided to use Intranets.com, we accomplished the migration rapidly ... literally within hours. First, we migrated the suite features that would allow users of our server to continue seamlessly and autonomously right away -- the Document Manager, Task Manager, and Online Calendar. We immediately started playing with Intranets.com suite features such as posting announcements and polling staff members on such questions as: When would you like to have the next training program? Or would you like to ride with each other to such and such an event? In fact, when we arrived at the daylong training on July 18th, provided by Intranets.com, we were already interacting with the suite as a team. It’s that easy.”

“Next, we will restructure our CRM / business databases to increase performance and reporting. Once we customize the database requirements, we will migrate our databases onto Intranets.com. Eventually, I’m really looking forward to getting a Palm or PDA and syncing that up with Intranets.com.”

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- Allyson O’Connor, Founder and President of NXTevent

The Democratic National Convention and Certification Process

“We will certainly be using Intranets.com to help us manage internal information during the DNC. We are managing 4 of the delegate parties on the same night simultaneously in four different Boston neighborhoods. It’s not uncommon for us to be running multiple events at the same time. In order to qualify for doing business with Boston 2004 and the DNC, NXTevent had to apply to become a Boston 2004 Vendor. In order to qualify as a vendor, we



had to obtain other nationally recognized certifications as well.”

Last July, NXTevent obtained the WBENC Certification under The Women's Business Enterprise National Council - the nation's leading advocate of women-owned businesses as suppliers to America's corporations. Additionally, NXTevent also obtained certification through the Commonwealth of Massachusetts State Office of Minority & Women's Business Assistance (SOMWBA). This organization promotes the development of business enterprises and non-profit organizations owned or operated by minorities and women. Finally, NXTevent also obtained certification through the City of Boston Small and Local Business Enterprise Office (S/LBE), whose mission is to create economic opportunity for small Boston-based business enterprises, and minority- and women-owned business enterprises.

“The certification process engaged our organization not only as a business seeking opportunities but also as a business with the ability to offer opportunities for other minority and women owned certified businesses. It's a tough and intensive application process that requires history, organization and consistent reporting. The process itself brings integrity to any organization regarding business practices and we have since effectively reorganized the information required for the actual certification into daily business and administrative structures as well as standards within our vendor community.” O'Connor said.

“As you use the certifications to broaden exposure of your business, you have a responsibility to represent and extend the principles of the certifications to your other business relationships including client and vendor management. This whirlwind effect includes an affirmative action plan, integration of governmental social marketing programs and acknowledgement of environmental responsibility in business operations. Intranets.com can make it easier for us to manage and update all the relevant information needed in adhering to, applying for and renewing all these certifications as well as performing as a communications tool amongst our team to integrate improvements into business practices.”

“Initially, we did all this work to be eligible to participate in the 2004 DNC, but it's opened up incredible opportunities, beyond the DNC. Not only have we been able to participate in diversity programs around New England, we've been able to pursue statewide, regional and national contracts as well -- contracting new corporate clients and industry partnerships. These certifications are powerful tools. We didn't realize how powerful they were until we got them.”

Growing the company with Intranets.com

“As we evolve, I'm looking to develop people into independent autonomous business units. I like Intranets.com because employee performance in our industry is based on time management and high periods of productivity before a program. If I can help my employees increase their own productivity with the suite from Intranets.com, both they and the company grow together.”

“Intranets.com is also allowing me to think about growing the company in a different, independent, and modern way. In our business, there are core times when our team and resources all pull together in person to perform, yet often peak productivity as individuals outside of program management varies from person to person. For instance, I'm a late



afternoon, early evening person and my peak productivity is not related to being in the office. I could be anyplace.”

“One of the goals for my employees is that when they need time away from the business, such as maternity / paternity leave, they should be allowed to work from home, so they can also raise families or develop other areas of their life. Intranets.com creates a flexible opportunity to do this. It’s an appealing work benefit,” O’Connor says. “It’s a lot easier and more economical to keep company resources and employees than to replace them. As a professional services resource, as we develop relationships and skills with employees and contractors, we are investing in the future of our company.”

The Future

“At NXTevent, we work with and compete with large global companies. The meetings and events industry is a \$200 billion industry, burgeoning with big players. Intranets.com allows us to offer services similar to large competing entities – because Intranets.com allows me to work and manage projects online with my clients. If I’m working at midnight on deadline with information arriving from all corners of the world, I can post proposals, critical info and updates on the Intranets.com project site for that client, and they will have my proposal when they walk in in the morning. It’s faster and more effective than overnight mailings, particularly with our international clients from Pacific Rim and Russia.”

