



Convince Your Team That Evite® Pro Is Your Event Management Solution

You did your research. You found us. Now, you just need your team to say “yes.” This useful guide contains everything you need to build your case, overcome objections, and convince your manager that Evite Pro can help your team plan more successful professional events.

For pricing and more details, visit evite.com/pro.

Step 1: Educate Your Team on Key Features & Benefits

What is Evite Pro?

Evite Pro is a professional, annual subscription for effortlessly designing, sending, and tracking unlimited event invitations. Choose from 4,000+ beautifully designed, ad-free invitations that you can customize with your brand logo, then send and manage your event from any device. With real-time deliverability, RSVP, and attendance tracking, Evite Pro is ideal for large, professional events.

Bring your team up to speed about our most helpful features for your three stages of event planning below.

Creating Your Invitation: Key Features

Unlimited Invitations

Access our full collection of 4,000+ beautifully designed free and Premium Invitations.

Premium Invitations

Premium Invitations include matching digital envelopes, stamps, and photo or text inserts. Guest names appear on digital envelopes, which animate to open and reveal your invitation to guests.

Design Your Own

Upload your own design file or imagery to one of our Design Your Own templates.

Ad-Free for Your Guests

All invitations are ad-free for your guests.

Logo & Custom Branding

Upload your brand logo and customize the colors of your envelope, stamp, fonts, and more.

Evite Donations™

Allow guests to donate to a non-profit of choice (even your own), without leaving the invitation. 100% proceeds go to the organization.

Add a Co-Host

Planning with a partner? Invite a co-host to help manage your invitation and guest list with you.

Private or Public Guest Lists

Invite up to 2,500 guests per event. Choose to set your guest list to private, or set an RSVP limit per guest or per event.



Sending Your Invitation: Key Features

Send by Email, Text, Link

Send your invitation via email, text message, or shareable link, or share via Facebook/Twitter. Guests do not need an account with Evite to be invited to your event.

Import Contacts

Import contacts from an email account, or even a CSV. Contacts will be automatically saved to your Evite Contacts after invitation is sent.

Track Deliverability

See real-time deliverability in your dedicated host dashboard and resend undelivered invitations right away.

Event Reminders

Automatic reminders will be sent to your guests a couple days in advance of your event (timing is adjustable).



Managing Your Invitation: Key Features

Notifications

Manage your event from any device; your event details will sync seamlessly. Guests receive notifications for event updates, cancellations, messages, and more. Hosts receive notifications for RSVPs, messages, and more.

Track RSVPs

Track real-time RSVPs in your host dashboard for the most up-to-date headcount, or just ask Siri.

Nudge Guests to RSVP

Gently nudge guests to RSVP by sending a follow-up message to those who haven't responded.



Real-Time Messaging

Send private or group messages for last-minute communications such as weather or parking announcements. Filter group messages by RSVP status.

Polls

Create polls to tally responses for meal options and more.

Add to Calendar

Guests can add event details to their personal calendars, such as Google Calendar, Outlook Calendar, or iCal.

Location Directions

Guests can tap on your location details, input their starting address, and receive directions to your event via Google Maps.

Post Photos

Upload photos or comments to your invitation feed.

Attendance Tracking

Check in guests at the door for accurate attendance numbers.

Free Thank You Notes

Send thank you cards to attendees after the event.

Step 2: Anticipate Possible Objections and Prepare Rebuttals

Anticipating some healthy skepticism? That's normal—don't worry. Here's how you can respond to some potential misconceptions or concerns about purchasing Evite Pro.

Objection #1: *"We already have a method in place for managing events."*

Rebuttal: You're probably using multiple tools to achieve one thing. Maybe you're designing invitations in Canva, sending in Constant Contact, promoting on Instagram, and measuring success in Google Analytics. Evite Pro consolidates every tool you need into one event management system, so you can seamlessly and easily manage your event from beginning to end in one place (and for one price).

Objection #2: *"We can't justify the cost."*

Rebuttal: Here's the math: if you plan 4 events with 100+ guests in a year, you've already more than paid off your Evite Pro subscription.* Plus, you might not be factoring in events you're currently organizing with generic calendar requests, like happy hours or team outings. Enjoy the freedom to elevate any event, big or small, with Evite Pro.

Objection #3: *"We don't want advertisements from other brands on our invitation."*

Rebuttal: Cool, no problem. All invitations include an ad-free experience for your guests. Meanwhile, you can feature your own logo on your invitation, front and center.

Objection #4: *"Corporate email systems often have high security. We don't want invitations to go to spam."*

Rebuttal: As a well-known, reputable provider, Evite has a high deliverability rate, so your invitation should bypass spam filters and land right where you want it—the inbox. Plus, with real-time deliverability tracking, you can resend undelivered invitations with ease, right away.

Objection #5: *"Isn't Evite for birthday parties?"*

Rebuttal: It's true, Evite is the leading digital invitation service for bringing people together—for any event. In fact, Evite Pro was created in response to customer requests for an unlimited service designed for professionals. After extensive research, we created an extension of our product fully dedicated to servicing those larger professional events we know businesses host multiple times a year. You asked, we listened—and here we are!

*If you individually purchase Evite Premium Invitations to plan 4, 100+ guest events in a year, you will save \$70 by purchasing an Evite Pro subscription instead. And that's just with 4 events. If you plan 10 events, it would be \$550 in savings!

4 Ways Evite Pro Can Help Your Company Throw More Successful Professional Events

1. Evite Pro is cost-efficient.

With unlimited access to invitations for a one-time price per year, you can now host as many events as you'd like, and never worry again about budgeting for event count. Unlimited means unlimited.

2. Evite Pro is an all-in-one event management solution that saves time.

When it comes to managing professional events, efficiency matters. By managing every part of your event in one place, anytime, anywhere, Evite Pro streamlines event planning and increases productivity with tools such as: multiple ways to deliver your invitation (email, text, or shareable link), automatic event reminders, polls for meal preferences, the ability to split tasks with a co-host, event analytics, thank you cards, and more.

Hosting a recurring event? Duplicate your invitation for easy set-up. Your event details and contacts will automatically transfer to a new invitation.

3. Evite Pro removes stress from event planning.

Events should be exciting, not stressful. Evite Pro helps you get organized in fewer steps, so you can spend less time worrying, and more time making connections with your guests. With real-time deliverability and RSVP tracking, you always have the most up-to-date and accurate headcount. With real-time group and private messaging, you can easily connect with your guests, especially for last-minute communications like weather or parking concerns.

Meanwhile, rest assured that your guests are taken care of; event details can be saved to their day-to-day apps, such as personal calendars and Google Maps.

4. Evite Pro helps you look professional and express your brand mission.

Represent your brand in the best light with thousands of beautifully designed, ad-free invitations at your fingertips. Our invitations are designed for professionals. Brand for your business by uploading a logo or customizing colors.

Plus, allow guests to support non-profits (including your own) without leaving the invitation via Evite Donations. With Evite Pro's polished look and feel, you can make a lasting impression on guests from the start.

Conclusion

We hope this guide helps you start a productive conversation with your team, and demonstrate how Evite Pro can positively impact your business' bottom line.

Still on the fence? Visit evite.com/pro for more resources, or contact support@evite.com for questions.

