


AES Fall 2010 Newsletter

Volume 4

Computerized Bidding Is Off and Running!

Six Auction & Event Solutions clients experienced a fun, new style of computerized bidding at their Spring 2010 events — each one proving to be a huge success.

With AES's wireless roaming computers, patrons no longer have to be in the silent auction area to participate in the auction. They can place and check their bids from anywhere in the venue, including right at their dinner tables or during the live auction.

“We received many compliments from our guests about the new touch-pad bidding screens, said Sean Currie, Executive Director at Celebrity Fight Night, who used this system at his April event of 1,000 guests. “They gave the auction a cutting-edge feel and the results that showed up in AES's helpful bidding reports proved how valuable the touchpad bidding system was to our financial goals.”

The color, excitement and ease-of-use that the computerized touch-pad experience brings will boost auction participation, which means more revenue generation. Watch patrons' faces as they use the "My Bids" feature to view the items they are winning and to re-bid on items they are losing. Since the entire auction is automated, there is no post-auction

tabulation, allowing the auction to stay open longer and raise additional funds.

Judy Lynn, President of Friends of AZ Cancer Center commented, “Our patrons found the auction touch-pad system to be both innovative and fun. Bidding became an exciting part of our event!”

AES is hosting a preview night for the new system on Thursday, Sept. 30 from 5-8 p.m. at the Arizona Biltmore MacArthur Ballroom. Attend to receive an introductory run-thru of the new bidding system and learn about how it can be incorporated in to your next event. Please RSVP to Robyn Broshears, AES Arizona Owner and Event Planner, at robyn@aesarizona.com if you would like to attend. This preview event is open to anyone in your organization or on your committee and is free to attend.

Due to additional staffing and set-up requirements, AES can only accommodate one touch-pad auction per night. Call AES today at 480-636-1303 to attend the preview night or for your introductory meeting.



The AES Ever Growing Service Options

In January 2011, AES will begin rolling out the option for your guests to participate in your silent auction right from their Smart Phones. There is no need for a Blackberry user to learn an iPhone or vice versa; they can use the Smart Phone that they use everyday. Patrons will get a secure login at time of registration and they can go back and forth between their Smart Phone and the Touch Pads in your auction for bidding.

Soon after this, the ability for your patrons to bid

from the comfort of their homes will be released. Imagine the expansion of your auction participation with these two new features combined with our Touch Pad bidding system!

AES can already pre-register patron credit cards at the time of registration, which allows patrons to by-pass the cashiering lines at the end of your evening.

A few more reasons why AES is your Event Partner!

Online Event Solutions Database is Now Live

Are you frustrated with your current auction database program? Does it have you doing things that just don't make sense for your event? If you answered yes to either question, it is worth your time to check out Online Event Solutions.

This program was designed by Event Planners, for Event Planners. We put in just the features that you need to run your event and made it simple enough to learn in under 30 minutes.

Need to assign tables, it can be done all on one page. Need to print a report of your auction items for a meeting, it can be done in one simple step. Want to know who solicited the most items, there is a quick report to show that too.

For more information on the program, please visit www.onlineeventsolutions.com. You have nothing to lose by just checking it out, but we guarantee that you will love what it has to offer!

Save Your Date Before it's Too Late

When you are looking at dates with your venue, it is highly suggested that you also contact your AES Planner to see if we have the date open. With our ever growing calendar, it is becoming more likely that we will fill up your date if you wait.

We would hate to run in to the situation of having to say "no", so please tell us to Save Your Date Before it's Too Late.

***Event dates become confirmed with a signed contract.**

