

The Honourable Artillery Company, The IronMongers' Company and Syon Park join growing number of historic London venues to invest in cloud-based technology from Priava

Submitted by: TTA Communications (Bath)

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London, 18th May 2016 – Priava (<http://www.priava.com>), the leading cloud-based venue management software company, has announced that the Honourable Artillery Company (THE HAC) (<http://www.hac.org.uk>) and The IronMongers' Company (<http://www.ironmongers.org>), located in the City of London and Syon Park (<http://www.syonpark.co.uk>) in Brentford, West London, have all signed up to use Priava's hosted technology to manage their events.

Priava's technology will "improve reporting, forecasting and administration of our event delivery"

Head of Marketing & Events at The Honourable Artillery Company (THE HAC) Rowan Bennett commented on upgrading their venue and events management solution, "Four systems were chosen to be reviewed, and then Priava and one other were shortlisted as being the best fit. One of the deciding factors to finally select Priava was the look and feel of the system that the sales team felt confident with. Another clear benefit of moving to Priava is that it is a cloud based system meaning the team can log in from a variety of sources. The functionality of the system works well, and is very intuitive. It is an exciting time for us at THE HAC as we upgrade our booking system, which will inevitably improve reporting, forecasting and administration of our event delivery.

Since going live the Priava team have been excellent in offering the support required for the migration."

"We can react to more enquiries more quickly"

Head of Functions & Events at Syon Park, Beccy Thorp commented on their move to Priava from Events Perfect, "We evaluated a number of solutions on the market but felt that Priava was the best fit for what we do. We already trusted the team and knew that their customer service was fab. With the new cloud-based solution there are a number of new features that we expect to benefit from.

The system is more intuitive than before, we can react to more enquiries more quickly and because the estate is quite large, the ability to access information from anywhere is great. Another new feature that will speed up processes and save the team a considerable amount of time are the web-forms that enable clients to fill all their details in on-line and these are automatically transferred into the system without having to re-enter information."

CEO at Priava, James Pegum commented, "The time-savings that are achievable through the on-line capturing of enquiries are enormous. Not only is there no need to re-type all the event details, with Priava, venues can also pinpoint accurately where and when new business comes from and easily track all potential leads. In turn this enables them to get greater return from marketing spend and also analyse win/loss rates throughout the sales cycle."

About THE HAC

The HAC is the London home of the Honourable Artillery Company, a charity incorporated by Henry VIII in 1537 whose primary charitable purpose is the support of the Regiment which bears its name. The HAC is

quite unlike any other City venue; a magnificent Georgian house set in a five acre garden hidden away in a quiet location just a couple of minutes walk from Moorgate.

Inside, this unique historic London venue offers a wide variety of event spaces for everything from conferences, meetings and awards dinners to summer and Christmas parties and of course wedding ceremonies and receptions. From small meeting rooms for 10 people through to the Prince Consort Rooms which seats up to 400 guests, the HAC is able to offer the perfect setting for every type of event.

About Syon House

One of the most beautiful country estates in the country – and the last privately owned one in London – Syon is an oasis of countryside with an unbroken Capability Brown landscape stretching across the Thames to Kew Gardens. It is open to the public, to roam the grounds or view the stunning Robert Adam interiors, the Van Dycks and other great works of art and it is perfect for filming, weddings, parties and corporate events.

Throughout the centuries, Syon has hosted some lavish parties since the 9th Earl entertained King James 1 in 1603. A calm and beautiful rural idyll only twenty five minutes from Central London, there is a sense of anticipation and drama as guests enter the gates – the rich history of the Estate is almost palpable. Syon Park remains one of the most fashionable and romantic settings for all manner of grand celebrations – and the desire to entertain guests on a lavish scale is just as relevant now, as it has been in the past. Syon offers a wide range of facilities which are further enhanced by its partnership with the sumptuous London Syon Park Hotel which lies within the grounds.

About Priava's Technology

Priava is a cloud-based and centralised event management & booking system aimed at venues of all sizes – from meeting rooms through to large stadia. With its familiar and easy-to-use web interface, the software requires minimal training, yet its powerful functionality provides all the complexities involved with multi-venue availability, including event logistics, CRM, sales & marketing, catering, business intelligence, equipment and resource requirements. Unlike other systems, all Priava customers are always on the same version of the software, so venues can always access the latest features and enjoy the benefits of being part of a global community of users.

Offered in the cloud as a service, Priava enables venue managers to arrange and plan future venue availability and review both customer history and ongoing operational trends in real time. The results are to boost the customer experience whilst maximising the venue's overall efficiency, number of bookings and revenues.

Key modules that form part of Priava's software include; an easy-to-use CRM system that allows users to add & edit contact, organisation and opportunity records with ease, Events & Bookings which combines the ability to access a sophisticated venue chart together with the ability to find, add & edit event bookings, Online Calendar & Enquiries which has been developed to boost efficiency for organisations that manage venues that need to be booked on a self-service basis such as internal meeting rooms or external facilities that are in high demand (e.g. sporting facilities, community halls etc.) Catering & Inventory allow users to attach food, beverages, resources and equipment to quotes and event bookings with advanced reporting on profits and losses as well as the ability to link to accounting packages, Advanced

Permissions which enables administrators to control the information that users have access to, and Priava's REST API which allows Priava to sync information with 3rd party systems.

Cloud software is being rapidly adopted by the venue and event management industry who demand fast, reliable and secure access to key information, at any time and from anywhere.

With minimal training, the Priava cloud platform enables venue managers to work on multiple events at the same time, rapidly locate any event, contact or account record, manage calendars, and review confirmed events. Using the standards-based REST API, Priava's system can also be easily and quickly integrated with other complementary third party systems such as accounts or marketing.

About Priava

Headquartered in Sydney, Australia, Priava is the World's leading cloud-based venue management software company that specialises in delivering venue and event management solutions using the SaaS (Software-as-a-Service) business model to a wide portfolio of niche markets in the venue and events sector. With additional presence in London, New York and New Zealand, the company supports a diverse range of venues across the globe from single venues through to 100+ multi-site operations.

For further information, visit: <http://www.priava.com>

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