



The hidden secret of experts for successful events with Odoo!



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Functional keys

The main advantages of the event application features on Odoo

Organizing and managing events can be a real logistical and organizational challenge for any business. The Odoo Events application offers a complete solution that simplifies these processes while remaining intuitive. Here are the main advantages of this application's features and how they transform event management:

1. Integrated ticketing on your website



The Odoo Events application allows you to sell event tickets directly from your website. This feature is a real asset for providing a smooth and professional user experience. In just a few clicks, participants can register, select their tickets, and complete their payment. Additionally, this direct integration on your website strengthens your brand image while eliminating the need for external platforms..

Companies can customize the event page to reflect their visual identity, add detailed descriptions, and include important information such as location, schedule, and event program. This ensures that users have a seamless experience without ever leaving your website.

2. Integration with the sales and accounting modules

Each ticket sale automatically generates a sales order in Odoo's Sales module, enabling precise and instant revenue tracking. Additionally, the integration with the Accounting module simplifies the financial management of events. You can track payments in real time, issue invoices when needed, and generate comprehensive financial reports on event-related revenue.



This automation reduces the risk of human errors while saving valuable time for your administrative teams. Moreover, it ensures optimal traceability of operations, which is essential for audits and overall financial management.

3. Secure online payment



The Odoo Events application seamlessly integrates with online payment solutions such as Stripe, Mollie, and many others. This allows your participants to securely purchase their tickets using various payment methods like Apple Pay, Bancontact, or PayPal.

This payment flexibility enhances the user experience while expanding your audience by removing purchase barriers for international participants. Additionally, secure transactions strengthen user trust in your organization.

4. Automated email communication

Communication is key to maintaining a strong relationship with your participants before, during, and after the event. The application allows you to send emails easily and automatically. You can schedule:



- Confirmation emails upon registration
- Reminders before the event to share practical information or boost engagement
- Newsletters to keep participants informed about upcoming events or related opportunities
- Post-event surveys to gather feedback and improve future initiatives

Automation saves time while ensuring personalized and professional communication. Additionally, the tool provides insights into participant engagement (such as open rates and clicks), allowing you to measure the effectiveness of your campaigns.

Conclusion :

By combining ticketing, sales and accounting management, online payments, and communication, the Odoo Events application offers an all-in-one solution for efficiently managing your events. It not only streamlines internal processes but also enhances the participant experience, strengthening your organization's image.

With Odoo, you have all the tools needed to turn every event into a resounding success.

One app free Odoo

A powerful ecosystem for your business :

Odoo is not just a collection of standalone solutions—it offers a suite of interconnected applications that transform the way you manage your business. Each module is designed to save you time, enhance your organization, and streamline your operations.

Simplified website hosting:

Installing the Events application in Odoo automatically gives you access to the Website application. Create, manage, and customize a modern site effortlessly to showcase your events or online activities. A turnkey solution that combines simplicity and efficiency.

Integrated Sales and Invoicing Management:

With the Events application, Odoo goes even further. You also get access to the Sales and Invoicing modules, ensuring a smooth and centralized management of your transactions. This is ideal for automating your processes and maximizing your company's productivity.

Unlimited users:

No limits, no compromises. With Odoo, enjoy unlimited users for life. Whether you're a small business or a large enterprise, Odoo adapts to your needs by providing a scalable platform to support your growth.

Learn to manage sessions and the program

The interface is divided into three main sections:

- Annoncé**: A list of three sessions: 'Atelier compta', 'Atelier event', and 'Atelier inventaire'. Each session has a star rating and a refresh icon.
- Atelier compta (Detailed View)**:
 - Titre**: Atelier compta
 - Date de la session**: 31/01/2025 13:00:00
 - Emplacement**: En ligne
 - Durée**: 00:30
 - Lien video YouTube**: https://www.youtube.com/watch?v=_bpxuc91Jk&t=3s&ab_channel=Nates
 - Est un replay YouTube ?**:
 - Toujours dans la liste de souhaits ?**:
 - Responsable**: Administrator
 - Evènement**: Super Event4You
 - Tags**: (empty)
 - Couleur du calendrier**:
 - Intervenant**: Description, Interactivité
 - DÉTAILS DU CONTACT**: Contact, E-mail du contact, Téléphone du contact
 - BIO DE L'INTERVENANT**: Nom, E-mail, Téléphone, Poste, Nom de la société, Biographie (par ex. "John Doe est né à...")
- Programme**: A calendar view for 31 janvier 2025 (vendredi) showing three sessions:
 - 12:00 - En ligne: Atelier compta
 - 13:00 - Atelier event
 - 15:00 - Atelier inventaire

5. Program: Website Hosting

The Events application allows you to easily set up sessions and their locations on your website. This feature provides participants with a clear and organized view of your event program. Each session can be enriched with details such as the topic, speakers, time, and exact location.

By offering access to a detailed program, your attendees can plan their participation more effectively. This enhances their overall experience while reinforcing your organization's reputation as professional and well-structured. Additionally, this transparency can boost participant engagement and enthusiasm before the event.

6. Online Events

For virtual events, Odoo offers the ability to integrate a YouTube live stream directly on your website. This integration simplifies live content broadcasting while centralizing interactions on a single platform.

Participants don't need to switch between multiple websites or applications, ensuring a seamless user experience. You can also use this feature to include live Q&A sessions, conferences, or interactive presentations, adding a dynamic dimension to your online events.

Conclusion :

By combining ticketing, sales and accounting management, online payments, communication, and live content integration, the Odoo Events application provides a complete solution for successful events. Whether you're organizing physical, hybrid, or online events, Odoo simplifies every aspect while enhancing the participant experience.

With this tool, you have everything you need to turn every event into a resounding success.

Participant management

Event4You
Belgique

Odoon, ODOO
Rue de la digue, 16
5590 Ciney
Belgium
VAT: BE0453156581

Order # S00001

Order Date
01/03/2025

DESCRIPTION	QUANTITY	UNIT PRICE	TAXES	AMOUNT
Super Event4You : Allée stand 1	1.00 Unites	100.00	21%	100.00 €
Untaxed Amount				100.00 €
VAT 21%				21.00 €
Total				121.00 €

Terms & Conditions: <https://hdr.nalios.event4you-main-17426272.dev.odoo.com/terms>
Payment terms: Immediate Payment

Super Event4You
31/01/2025 10:00 → 19:00
Event4You
Belgique

Hadrien Dricot

14261668553577268192

With Odoo's Events module, ticketing and registration management are fully automated. When a participant registers for an event, they automatically receive their order confirmation and entry ticket.

Tickets can be customized with the participant's name, a QR code or barcode for access, the event program, and organizer details. Additionally, personalized name badges can be generated to facilitate on-site participant identification.

Liste des participants

Super Event4You 31 janv. 2025, 10:00:00 → 31 janv. 2025, 19:00:00

Nom	Société	Type de tickets	Numero de telephone	
Hadrien Dricot			+32489406159	
Camille Leroy				
Léo Vincent				
Chloé Moreau				
Ethan Dubois				
Alice Robert				
Hugo Bernard				

Page d'accueil

Inscription réalisée avec succès ! Annuler

Chloé Moreau **Gratuit**

Événement: Super Event4You

Continuer Appuyer Modifier

Participant Ticket Scanning

It is possible to scan ticket barcodes using a scanner or a mobile phone directly from the registration desk. This automatically marks the participant as present..

Manual participant selection

Registration can also be validated manually by searching for the participant's name in the list and clicking to confirm their attendance.

With these features, event organization is simplified and centralized on a single platform, eliminating the need for manual ticketing and registration management.

Tracking et integration

Lead Creation:

Based on predefined rules, you can automatically add your participants to your CRM.



Personalized Email Marketing:

You can launch email campaigns tailored to event participants, allowing for targeted communication based on their engagement.



Sales in POS:

Since V18, it is possible to sell event tickets from the POS.



Want to learn more about
managing your events ?

Click here



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