

## Mixalot Notes

### Application features:

- Event coordinator hits play button
- Matches with someone
- List of events, web app, mark as friend/date, mutual matches are shared each other's contact information upon conclusion
- Create event is a superuser feature

### As-is:

- Eventbrite
  - Goes into client's bank account -> take care of ticketing portion
  - Synced with Mixalot
- Asana
  - For project management -> subtasks for events (tracking details that may be personalized for customers)
- HubSpot is working fine, tracking from prospect to sale then to custom (integrate?)
- Send e-contract to client ultimate goal (checklist, what terms/pricing agreed to)
- Event sales kept in Excel spreadsheet (sales, fees, etc) shared via Dropbox
- On-call tech support (just Rachel)
- Hosts
  - Training via screenshare
  - Printouts/instruction documents
  - Make sure they send out event results (try to automate)
- Cross check synced data
- Fix problems live, calls not logged
- Reports for large clients
- Post-event Polldaddy templated survey for participants (metrics?)
- Events tracked in Google Calendar

Client huddles: 2/13, 3/20, 4/3

### Solution:

- Flexible/scalable to hundreds of events and multiple employees (SOPs)
- Processes may change depending on type of event (custom questions)
- Look into Salesforce to consolidate processes
- Currently everything being used is free (maybe max is \$50 a month)
- Daily schedule is a priority, notifications for tasks
- Procedure to minimize risk and notice technical bugs before events