

## **Corbin Ball Comments on ORCHID Event Technologies**

Corbin Ball, internationally-recognized expert in the field of meeting technology, conducted a tech audit on ORCHID Event Technologies. His review highlighted significant benefits and differences ORCHID offers for the enhancement and smooth operation of your programs.

- Website benefits: Clients get a fully customized solution that can match their existing site, enabling better branding and marketing opportunities (a differentiator from many of the ASP models).
- Registration benefits:
  - Full-service registration is a differentiator from the many ASPs.
  - Sites in other languages can be dynamically generated, with all components (menus, help messages, etc.) being translated.
  - Very complex registration forms can be generated with high customization capabilities.
- Housing benefits: A sophisticated inventory management module with a library of frequently used cruise ships and hotels on file.