



Art Brussels

Art Brussels is one of the largest contemporary art fairs in Europe. Every year, in April, for 4 days, it brings together nearly 25,000 professionals, collectors and art lovers. Art Brussels is also a European platform bringing together new talents in the field of contemporary art and established galleries that present a selection of their paintings, sculptures, photographs, videos and installations of the highest quality.

Business Solution
Digital Marketing & CRM

Sector
Entertainment

Collaborators
5 - 10

Website
www.easyfairs.com

CHALLENGE

To manage both the list of exhibiting galleries and the list of VIP guests, Art Brussels was looking for a new management system. They needed a CRM tool to centralize their contact database and a system that could manage the event from A to Z, from invitation to registration.

SOLUTION

In order to improve the customer experience, Eezee has set up two web portals, via the Odoo Website module: one for exhibiting galleries and one for VIP guests.

- The gallery platform allows galleries to enter their information, the people who work in the gallery, and especially to invite VIPs.
- The VIP platform allows guests to update their information, invite a partner, register for "sub-events" that take place during the fair (opening, VIP off programme, dinners...)

For more efficiency, these two platforms are connected to Odoo's management system via the Contacts, CRM, Events & E-Mail marketing modules. Eezee supported Art Brussels in the implementation of their process, including the setting up of :

- their database (art galleries, collectors...) with a 360° view on all these people
- the organization of the fair and related events during the fair: sending the invitation, confirmation emails, registration management...
- communication and customer relations: sending targeted newsletters, reminders...

RESULTS

The annual Art Brussels fair now offers a very high quality user experience for its VIP audience. The tool is extremely flexible and easy to use. This 100% reliable system manages the 10,000 VIPs invited to the fair each year and also offers a 360° view of all these people.

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Modules

CRM

Email Marketing

Events