

January 8, 2024

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Latest News



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Happy New Year!

After an action-packed 2023, in which we launched new features such as the EventsAir Pay payment platform and Smart Connectors (see more information below), we're gearing up to bring you even more in '24:

- Upgrades and improvements to performance and user experience to make your life easier and your events more spectacular,
and
- New ways to find information to help you onboard new staff more quickly and make the best use of each feature.

Choose webinars that update, educate, or both:



We'll continue to alternate between Education and AirWaves webinars, kicking off the year with an Education webinar on Wednesday, January 31.

We hope you can join us for a deep dive into EventsAir's merge doc tools. Communicate more effectively with your attendees using personalized emails that include links, images, attachments and more, all automatically tailored to each individual.

In this webinar, we'll cover all the features, look at various sending options (automatic, scheduled, and individual), and showcase tools such as marketing tags and filtering that allow you to take your email game to the next level.

Using Merge Docs for effective communication – webinar plus live Q&A

Wednesday 31 January – [REGISTER NOW](#)

- 10am Sydney
- 10am London
- 3pm New York

AirWaves returns in February!

Missed a webinar or want to be on our mailing list? Let us know by emailing education@eventsair.com.

You can also see previous webinars in our [Education Webinar Library](#).

See summaries of previous AirWaves webinars and read our blogs [here](#).

In case you missed these new product features:

EventsAir Pay

Make registration payments faster and easier for your attendees, reduce unfinished registrations and handle multiple currencies more efficiently and cost-effectively. [Find out more here](#).

Smart Connectors

[Smart Connectors](#) are your no-code solution for easy, reliable, and secure integrations, using our API framework. We now have Smart Connectors for popular CRM platforms including:

- Salesforce
- Microsoft Dynamics
- HubSpot
- Marketo (about to be released)

We're also releasing Smart Connectors for popular accounting software, such as Xero and QuickBooks AND Membership Management platforms such as Membes.

Want to talk more about Smart Connectors? Reach out to your Account Manager or contact accountmanagement@eventsair.com.
