



Training and Events



The new standard  
in CRM and workflow  
software

Developed by

blue wren



**What if you could end the  
headache of an incomplete  
and inefficient process?**

**Simply by replacing it with an  
easy-to-use solution?**

Call for a free demo: 01772 823 734



## Flight is for you if...

**You want to use software to grow your business.**

But choosing the right option is confusing and stressful.

**You don't want to sink time and money into the wrong solution.**

And end up with a generic, one-size fits no-one platform.

**You're already using a CRM to track some processes.**

But have to muddle it together with other tools to build a make-do solution

And even if you've found a solution that might do everything.

**You need a responsive customer service team who'll make it work for you.**



# The truth is...

You'll never find "off-the-shelf" or enterprise software to solve your workflow problems without investing hundreds of hours and vast sums of money.

## Why?

Because they aren't built with your training and events business in mind.

You're too small for an enterprise solution.  
Too big for Microsoft Excel.

# ...it's time to think again.



# Introducing Flight from Blue Wren

Software to scale your  
training and events business



The screenshot displays the 'Flight' software interface. At the top, there's a header with the 'Flight' logo and a user profile 'Blue Wren'. Below the header, a navigation bar shows tabs for 'Overview', 'Customers', 'Courses', and 'Audit Notes'. The 'Customers' tab is active, showing a list of customers. The list has columns for 'Client name', 'Group name', and 'Created at'. Each row includes 'View' and 'Remove' buttons. A sidebar on the left lists 'Enquiries', 'Users', and 'Roles'. A search bar and filters for 'Order by' and 'Direction' are at the top of the list. A pagination bar at the bottom shows '1' of 1 items.

Client name	Group name	Created at	
Blue Wren	North West Branch	07/06/2019 10:21	<button>View</button> <button>Remove</button>
Green Wren	Customer Relations	07/06/2019 09:07	<button>View</button> <button>Remove</button>
Greenfinch Marketing		06/06/2019 12:03	<button>View</button> <button>Remove</button>
Heron Digital	Digital Department	06/06/2019 11:23	<button>View</button> <button>Remove</button>
Heron Health	North West Branch	04/05/2019 09:07	<button>View</button> <button>Remove</button>
Jay Events		04/04/2019 15:03	<button>View</button> <button>Remove</button>
Pelican Construction	HR Department	04/04/2019 11:04	<button>View</button> <button>Remove</button>

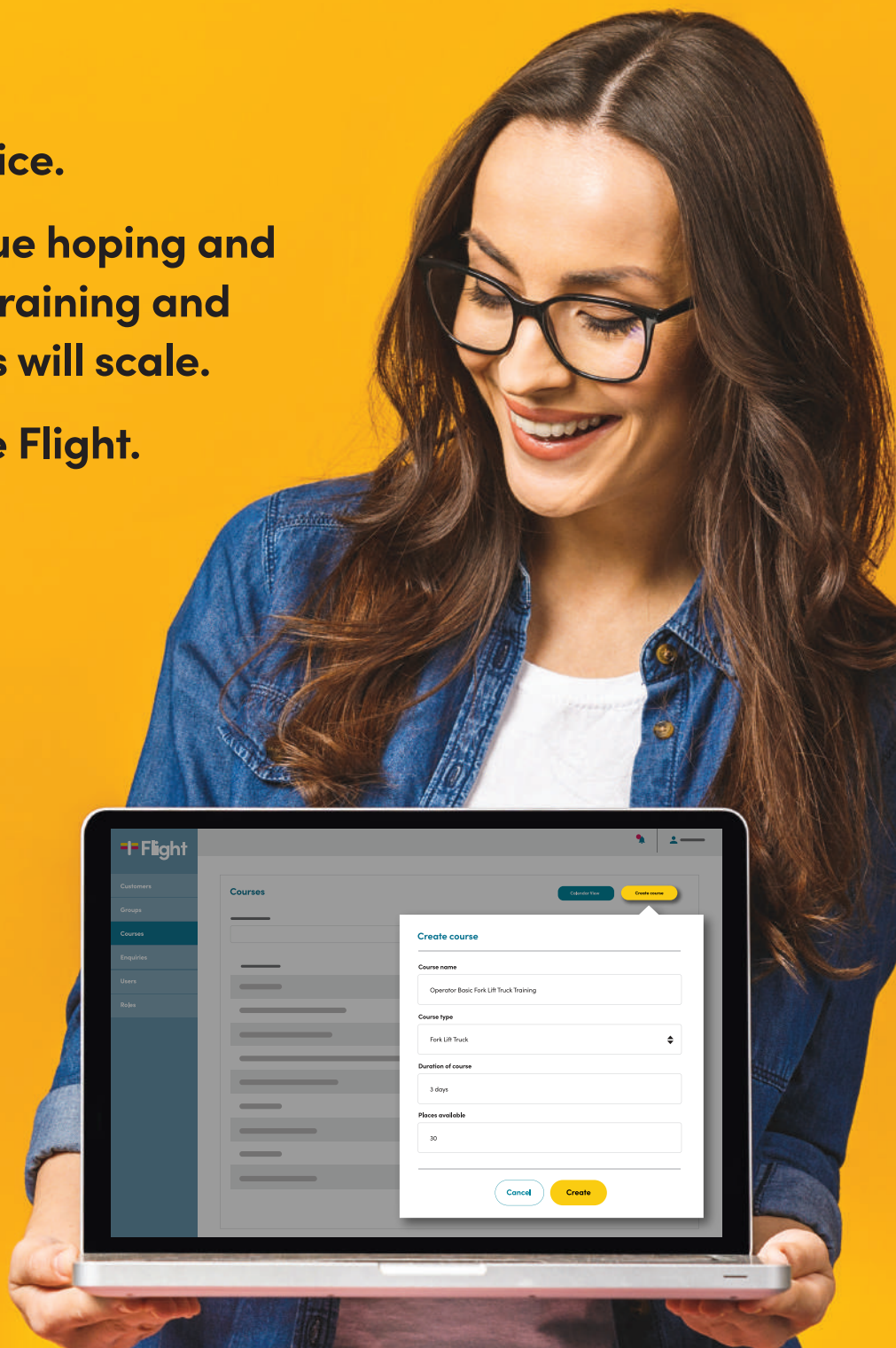




**You have a choice.**

**You can continue hoping and  
guessing your training and  
events business will scale.**

**Or you can take Flight.**



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## Why Flight?



Specifically designed for your business



Eliminates work-arounds and awkward add-ons



Proven to increase efficiency and profit



Supported by a UK-based customer service team



Saved admin time



More leads



More sales



More profit



Return on investment

Based on statistics supplied by our existing customers.



# An intuitive, cloud-based solution for training and events businesses

The screenshot shows the 'Create customer' form in the Flight CRM. The form is a modal window with the following fields:

- Customer name: Helen Bell
- Company: Pelican Construction
- Job title: HR Manager
- Contact number: 01234 56789

At the bottom of the form are 'Cancel' and 'Create' buttons.

The screenshot shows the 'Customer: Pelican Construction' page. It has tabs for Overview, Customers, Courses, and Audit Notes. The 'Customers' tab is active, showing a list of customer interactions.

Date	Description	View	Remove
04/07/2019 15:07	Created a new enquiry after speaking to Helen	View	Remove
15/06/2019 10:20	Left a message on Helen's phone	View	Remove
20/05/2019 15:07	Contact Helen for employee booking details	View	Remove
05/04/2019 13:20	Helen from the HR department is interested in renewing Health & safety certificates for her team. Contact her in May to book	View	Remove

The screenshot shows the 'Courses' page in the Flight CRM. It has a search bar and a table of courses.

Course name	Type of course	Duration	Places	View	Remove
Health & Safety Awareness	Health & Safety	1 Day	5	View	Remove
Risk Assessment Training	Health & Safety	1 Day	5	View	Remove
Working at Height & Ladder Training	Health & Safety	1 Day	5	View	Remove
Assessor Training	Driver Training	3 Days	10	View	Remove
Annual First Aid Update training	First Aid	1 Day	10	View	Remove
Refresher First Aid at work course	First Aid	1 Day	10	View	Remove
Operator Basic Fork Lift Truck Training	Fork Lift Truck	3 Days	5	View	Remove

The screenshot shows the 'Calendar & Tasks' page in the Flight CRM. It displays a calendar for August 2019 with tasks assigned to specific dates.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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## Feature rich software



### Track bookings

Monitor bookings and assess event viability to ensure courses are profitable



### Book venues

Allocate locations to courses and delegate communications will automatically be updated



### Manage demand

Allow delegates to join waitlists for oversubscribed courses and be notified when new places become available



### Create event templates

Save time when creating new courses by grouping core information into a template



### Send notifications and alerts

Notify users, bookers and delegates throughout their journey



### Automated tasks and actions

Help your team meet deadlines with automated tasks reminders straight to their dashboard



### Build intelligent workflows

Customise rule-based workflows to guide customers through their purchase



### Manage documents

Attach certificates and joining instructions that auto-populate with delegate information



### Integrate with existing tools

Integrate with your other software tools, such as Xero, to gain extra time savings



### Access rich analytics

Access key performance information and understand how your business is performing



### Manage resources

Assign instructors to courses, avoid booking conflicts and maximise availability



### Monitor performance

Understand how and where your team is spending time to optimise performance



## What happens when you take Flight?

In-person configuration and support through launch and beyond

### STEP ONE

#### Map

We meet with you to get to know your business, produce a process map and complete your Flight specification sheet to ensure your configuration is perfect for your business.

### STEP TWO

#### Configure

Now we know your specifications, we configure your Flight. You'll have access to a test application to ensure everything works for you.

### STEP THREE

#### Launch

Once you're happy, we take your existing data and migrate it into Flight. When that's done, you're ready to board! You'll get access to your brand new Flight system.

### STEP FOUR

#### Support

Our dedicated customer service team is on hand to support you. Whether it's tutorials or requests for additional functionality, we want to enhance your Flight experience.



## Who are Blue Wren?

We're a software company in Lancashire specialising in CRM and workflow management solutions.

We've worked with many training and events businesses, tailoring Flight to make their lives easier and more productive. So they can stop trying to do it all and focus on what's important.

**"We're passionate about creating positive change through intelligent software solutions. Flight helps you reach your potential."**

**Michael Lough, MD, Blue Wren**



**"Blue Wren shaped Flight to our exact requirements. They helped refine our processes and have saved us countless hours on admin tasks."**

Helen Bowland,  
Ainscough Training Services

**"Flight gives me all the information and tools I need to run my events business. It's helped us work on the business, rather than in it."**

Alison Wignall, Nugent Sante



**"The first event we ran using Flight from Blue Wren was the best, most profitable event of the year."**

Richard Ellis,  
Business Network Preston

## **Take Flight**

**Book a free demo**

**01772 823734**

**[bluewren.co.uk/takeflight](http://bluewren.co.uk/takeflight)**