



# evvnt Promotion Tool now powered by Eventbrite

LONDON, UNITED KINGDOM, January 29, 2015 /EINPresswire.com/ -- evvnt - the London-based event marketing specialists – has integrated with Eventbrite, the global marketplace for live experiences and online self-service ticketing platform, to offer its unique event publishing reach to Eventbrite users.

The integration will give event organisers, promoters and producers a simple way to set up their own ticketing, and then effectively promote and publish their events globally through influential listing sites.

By signing up at <http://evvnt.com/eventbrite/> - organisers will be able to securely connect their Eventbrite account and import existing events or set up new ticketed events directly. Once connected, the Eventbrite ticketing URL will be distributed to a range of relevant event listing sites based on genre and location. There is also the option to upgrade to a paid service for additional reach and promotion.

“We believe this evvnt + Eventbrite integration will enable event organisers to better manage their events, provide greater insight and marketing effectiveness, leading to increased attendances and event revenues.

This partnership will help Eventbrite organisers of all sizes to market their events directly from their event ticketing account via the evvnt online service and via the evvnt mobile app in Q2.”

Richard Green, CEO & Founder of evvnt

“The Eventbrite API makes it possible for

evvnt to offer an intuitive promotional tool to really aid conversion for our organisers. The ‘freemium

The banner features the evvnt logo with the tagline 'Submit Once, Submit Everywhere' and 'Powered by Eventbrite'. It lists three benefits: 'One click ticketing setup', 'Import existing Eventbrite events', and 'Your ticketing page listed on up to 40 event listing sites in a click'. On the right, there is a 'CLAIM YOUR 10 FREE CREDITS' section with a form for 'Your Name\*' and 'Email\*', a checkbox for 'I agree to the evvnt Terms of Use and Privacy Policy', and a 'SIGNUP NOW' button. Below the button, it says 'or LOGIN to your evvnt account'.

The dashboard shows a report for 'BONOBO' with event information: Venue (Alexandra Palace), Location (Alexandra Palace Way, London, N22 7AY), Event Date (28 November 2014 at 6:30 pm), and Category (Nightlife, Festivals). It includes an 'OVERALL REACH' section with a bar chart showing 50 Total Sites, 31 Publishers Live, and 19 Publishers Submitted. The 'TICKETING' section shows the Eventbrite ticketing page URL. The 'ANALYTICS' section features a line graph for 'Clicks by day to your links' and a pie chart for 'Top referring domains'. The 'PUBLISHER BREAKDOWN' section shows a table of publishers with columns for Site name, Location, Site audience, Local audience, Mobile app, and Status.

Site name	Location	Site audience	Local audience	Mobile app	Status
Filmforce	Global	5K	50	-	Submitted
Plancast	Global	850K	9K	✓	Live Link
Resident Advisor	Global	1M	15K	✓	Live Link
Socialvents	Global	120K	2K	✓	Live Link

offering', which is bespoke to Eventbrite, is also a great way for people to test out these tools and really see the effectiveness of the publishing platform in driving increased traffic, enquiries and ticket sales."

Marino Fresch, Head of Marketing for the UK & Ireland at Eventbrite

The integration unites the key functions of both platforms:

- Eventbrite's tens of thousands of monthly organisers will gain integrated access to evvnt marketing and promotion with their events published to 40+ listings sites.
- evvnt users will be able to, directly or via signing up to Eventbrite, build and manage their own events, and then direct their own event marketing and publishing strategies.

"We're working closely with our clients to build a marketing solution that delivers on their need for quick and effective event marketing – it was clear Eventbrite was a great place to start for this. We have even bigger things planned for the future for evvnt, laying the success path from the marketing outset by integrating ticket sales and ultimately driving event attendees."

Philip Lardi, Product Manager at evvnt

Ends

Notes to editors:

Screengrabs available, high res photos available.

Richard Green is available for interview.

For further information please contact; Camilla Pecetto at [camilla@evvnt.com](mailto:camilla@evvnt.com) (+44 207 323 0450)

About evvnt:

evvnt enables people all over the world to fill their events utilising the most effective event listing sites on the web. Every minute, with little more than a click, more events and conferences appear in listings, in search engines and on mobile - discoverable by both category and location.

To date clients in 70 countries worldwide have submitted over 1 million event listings, created over 800,000 live links and generated 1.5 million clicks to ticketing and registration pages.

<http://www.evvnt.com>

About Eventbrite:

Eventbrite enables people all over the world to plan, promote and sell out any event—from photography and yoga classes, to sold out concerts and festivals. And it's not just for event organisers: Eventbrite makes it easy for everyone to discover events, and to share the events they are attending with the people they know. In this way, Eventbrite brings communities together through live experiences. <https://www.eventbrite.co.uk>

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This press release can be viewed online at: <http://www.einpresswire.com>

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