



LOCAL EVENT MARKETING

Together we can combine local ticketing with bundled local events marketing to access an \$18.2bn business opportunity.

The Problem



Local Events fail to reach local consumers

Event creators submit millions of un-ticketed local events via news and media publishers daily who fail to service and monetize the opportunity.

A collage of various items related to the event, including a red box, a can of soda, a ticket stub, a photo of two men, a coffee cup, a man's face, a man's photo, a red cup, a man sitting, a close-up of food, a man in a suit, a man sitting, a red box, a man sitting, a globe, and a man sitting.

Create successful events that automatically bundle in ticketing and effective local marketing services that create value, revenue and retention.

The Product



Simplifying Local Events Promotion

Bundle ticketing, listing syndication, featured, social, email, print, voice & radio campaigns tracked to sales conversion.

The Landscape

Together we compete with \$1bn companies selling ticketing & advertising

Social, Ticketing & Management		Commercials	Turnover
	Facebook Targeted ad network that includes events	Social Publishing & Network Lots of products, markets and services Expensive Closed Network	\$ 55.9bn
	Eventbrite Market leader	Ticketing Slow customer acquisition Complicated to resell Expensive	\$298.4m
	Cvent Multi service tool, experienced users	Event Management & Ticketing Complicated Targets experiences events organizer Over engineered tools	\$219.5m

Performance Matters

Conversion Rates

1. The highest free-to-paid conversion rate in the publishing business.

Transactional Value

2. The highest self-transact revenue levels in the business by far.

5 Figure Revenue

3. Publishers upselling paid event creators into 5-figure, multi-year deals via their direct sales team.

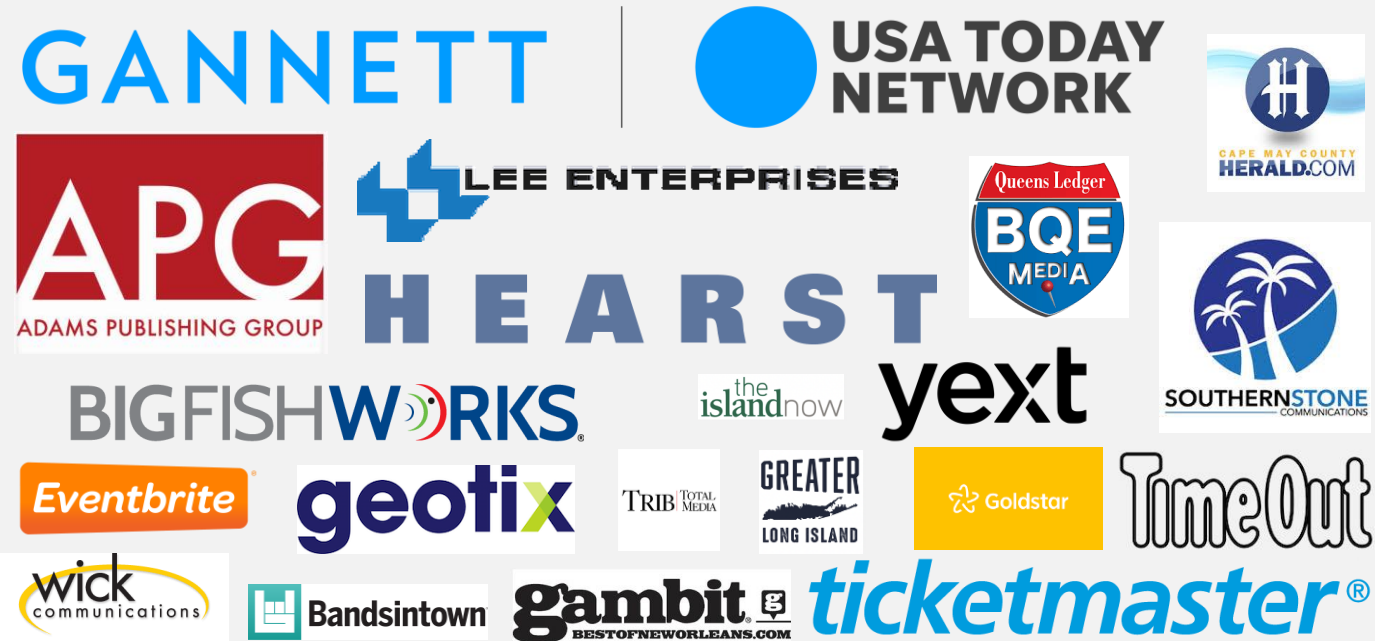
Bottom Line

4. Publishers not working with **Evvnt** are leaving big \$\$\$ on the table!!
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Customer & Partners

Events Calendar
Technology Partner

TN TownNews.com



Request a Demonstration



Events Calendar

- Desktop / Tablet / Mobile

5 Point Sales Strategy

- Snap Sell, Checkout, Report, Package, Re-book

Premiums

- Ticketing/Listing/Syndication/Featured/Social Print/Radio

Events Data

- 1.5m local data points going to 8m in 2020

CMS Included

- Automated data management

CRM Included

- Events converted to sales data: 64% CR to sale