



evocos Press Release

Interview: Future Proofing Your Online Event Management Software

12th August 2009, Guildford, Surrey: evocos, a leading provider in event management software recently released an interview, in which Dave Langran, Director of evocos' parent company Silverbear, discussed how companies are embracing technology to manage their events. Specifically, the interview explores how companies are using event & delegate management software to improve the efficiency of the event management process.

The interview is available via the evocos website and on YouTube. In the questions and answers, Dave Langran explains how the event management industry is embracing technology to assist in the running and managing of events, but warns of the dangers of investing in software that is not able to fulfil long term requirements.

Dave urges companies to undertake thorough planning and research before making an investment. "Look at the company behind the event management solution, look at how seriously they take your business processes, look at how much time they're willing to invest in working with you to understand what you do. If they're just going to sell you a box with a bit of software in it, and a support and maintenance contract, then that's probably not the company for you; if you've got a long term view of how you want to take your event management solution."

The interview highlights how the investment made in an event and delegate management solution must be carefully planned to ensure that it remains a beneficial investment in the future. A key area considered is the integration between the event management software and existing back office systems. With the increase in social networks, personalisation is something delegates have learned to expect - when planning an event, incorporating this personalisation is only possible if the event management software is fully integrated with existing CRM solutions.

To view the interview in full please go to [evocos News](#)

About evocos

evocos is a leading provider in event management software. In the past year alone evocos event & delegate management software solution has created over 7000 events, managed approximately 75,000 delegates and has taken over 50,000 online bookings. evocos event management software ensures customers are able to seamlessly manage their events; gaining huge cost and efficiency benefits.

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