



## evocos Press Release

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### Event Management Software Now the Leading Tool for Event Managers

**12th July 2010, Guildford, Surrey:** The findings of a survey taken by evocos, a leading provider of event management software, highlighted the most common and preferred event management tools were event management software and spreadsheets. UK based event managers took part on a poll on the evocos website (<http://www.evocos.co.uk>) and through the evocos Twitter feed (<http://twitter.com/evocosEvents>).

The results showed that event management software is now the most commonly used tool for event managers in the UK. 67% of respondents stated that they use professional event software solutions to organise, plan and manage their events.

Commenting on the results, Kate Oxtton Marketing Manager for evocos said: "We're pleased to see this increase in event managers using event management software to plan and manage their events. In the past spreadsheets were the preferred tool, and although some respondents stated that this was still their main method of management, it's a far lower number than we would have seen a few years ago."

Despite the issues associated with using spreadsheets to plan events, 17% of respondents stated that this was their preferred tool. Problems with spreadsheets include lack of efficiency, high rate of lost data, inaccurate and out of date data, difficulties in tracking and measuring results and lack of management information.

Oxtton continued, "Event managers are beginning to understand that event management software platforms are an extremely efficient method of managing events; both in terms of effectiveness and control, but also cost efficiency. Having options such as hosting or SaaS makes event management tools, such as evocos, accessible for all."

#### 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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