



evocos Press Release

Use of Social Media in Event Management Grows

15th March 2010, Guildford, Surrey: A recent research study from evocos showed that event managers are using social media as part of their event management more than ever. evocos, a leading provider of event management software, conducted the poll on their website <http://www.evocos.co.uk>, during the first two weeks of March.

65% of the event managers that took part stated that social media was now a tool they used to promote their events and to keep communication open with delegates and partners. evocos was interested in finding out more about the use of social media in the events industry as this is a module of their event management software solution that is becoming increasingly important to their customers.

Kate Oxton, Marketing Manager for evocos explains the recent trend: "The evocos event and delegate management software solution contains a social media module. This allows event managers to update various social media channels, such as Facebook, LinkedIn and Twitter, with updates on their events. In the last 12 months we have seen an increase in enquiries regarding this feature and wanted to know if this is part of a growing trend in the event management industry. The results show that more than half of all event managers use social media as a marketing and communication tool. This has reinforced our commitment to providing and developing this as an integral part of our evocos solution."

35% of respondents stated that they do not yet use social media as part of their event management. This is a figure that Oxton expects will fall over the next 12 months: "Many businesses are just coming round to the idea of Twitter and Facebook as a marketing tool. Some event managers may be daunted by these new mediums or may be unsure as to the relevancy of it to their organisation. However, with more people signing up to Facebook and Twitter every day, it is something that we feel should be considered as part of an event management plan. I feel this figure will fall quite dramatically within the next 12 months."

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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