



## evocos Press Release

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### evocos Releases Research Results on Delegate Attendance Rates Since the Recession

**22nd October 2009, Guildford, Surrey:** The findings of evocos, a leading provider of event management solutions, had revealed that 75% of event managers have seen a drop in the number of delegates attending events since the recession. evocos carried out this research online, surveying a number of UK based organisations and event managers.

Of the remaining 25%, 15% of people reported that they had seen no change, whilst 10% of respondents said they had actually seen an increase. These results reinforce the general state of the industry; since the UK officially fell into recession in January 2009, the event management sector has seen a drop in the number of events being hosted as well as the number of delegates attending events. The client's corporate website; providing a seamless user experience. The evocos event management solution is one of the few on the market to offer full integration with a range of back-end systems such as ERPs, CRMs and sales management applications.

Kate Oxtan, Marketing Manager at evocos explains the reasons for the drop: "Attending events is often seen as a luxury - people are aware of the benefits, but in times of economic hardship, it is the luxury activities that get dropped. However, event managers can counteract this trend by becoming more efficient and providing events with a high return on investment for attendees. We have seen an increase in the number of organisations enquiring about, and purchasing our event management software; this is because of the benefits it brings. Organisation can employ technology and automation to improve the efficiency of their event planning and the overall quality of their events - thus increasing delegate attendance."

Whilst the majority of respondents stated that they had seen a drop in delegate attendance, 25% of the event planners surveyed reported a rise or no change. Oxtan continues: "Many of our customers are bucking the trend of falling delegate numbers. This is largely due to the gains in efficiency and control an event management software solution provides. Being able to produce superior events at a lower cost means that delegates get an improved and more cost effective experience - consequently our customers haven't seen a drop in delegate attendance, more likely they now have more delegates attending their events than ever."

#### 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.

#### Contact evocos

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