



## evocos Press Release

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### evocos Discovers The Most Popular Event Software Tools

**9th December 2009, Guildford, Surrey:** evocos, a industry leader in the event management software sector, recently undertook some research to ascertain what the most popular event software tools were. The research was conducted online, via their website <http://www.evocos.co.uk>, during the month of November 2009.

The research results showed that people are increasingly turning to online registration and email to help manage their events. Over half of all respondents said that enabling delegates to register online provided a smoother and more efficient registration procedure. It also contributes to a lower event cost as the delegate can manage this part of the event process themselves.

Kate Oxton, Marketing Manager at evocos, discusses why email is also such a valuable event software tool: "Being able to promote events by email is providing event managers with huge cost savings. Sending personalised email invitations to targeted prospect delegates is also resulting in an increase in delegate response. Given the current economic climate, event managers are looking for ways in which they can cut costs and help to boost the number of people attending their events; and email marketing does both. We've had an increase in requests to find out more about our event management software this year, largely because of the gains in efficiency and control event managers can get from using our solution. Email marketing and online registration are just two of the event software tools that come with the whole package. "

The software needed to create email invitations and allow registrations online can be sourced individually or can come as part of a full end-to-end event management software solution. These comprehensive solutions, such as the application provided by evocos, includes:

- \* Seamless integration with host website
- \* Online registration for delegates
- \* Automation of the event invitation management
- \* Integrated email marketing tool
- \* Production of delegate badges
- \* Management of event resources
- \* Secure online payment process
- \* Integrated reporting & analysis suite
- \* Event survey management

This study is part of an ongoing research plan by evocos, with the aim of gaining a better understanding of the event management community, and how the recession combined with developments in technology is affecting the sector.

#### 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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