



## evocos Press Release

### Event Software Research Shows Only 65% Of Events Are Booked & Paid For Online

**25<sup>th</sup> March 2011, Guildford, Surrey:** Event management software provider evocos, has today released the results of a recent survey into the delegate registration and payment process.

The survey, taken online via their website <http://www.evocos.co.uk> and through their Twitter account, [@evocosEvents](https://twitter.com/evocosEvents), asked event managers how they currently accept delegate registrations and payments. Only 65% of respondents said they were able to take both registration and payments online.

Kate Oxton, Marketing Manager at evocos was surprised by this result “It’s never been easier to implement technology to take advantage of the benefits the Internet has to offer. For this reason I was expecting results to be higher than 65%. With over 30.1 million adults accessing the internet every day, delegates expect to be able to register and pay online for goods and services – and this includes events. It’s quite shocking that 45% of events require people to pay via another channel, other than online.”

evocos event software includes a flexible web integration and registration module, which means delegates can register on the corporate website and can pay via a secure online portal. The backend integration between evocos and the CRM and finance system means that the payment can be processed automatically and all delegate contact details updated. This functionality comes as standard from evocos, and is just part of the complete closed loop event software package.

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#### About evocos

evocos **event software** is part of the portfolio of solutions from Silverbear Ltd. In the past year alone evocos **event 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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