



Press Release: evocos Launches White Paper on the Use of Twitter as an Event Communication Platform

12th April 2011, Guildford, Surrey: [Event software](#) provider evocos, has today released a new white paper, helping event managers understand how they can improve their event communications using Twitter.

The ten page white paper, titled “The Benefits of Twitter to the Event Management Industry; Improving Communication Before, During & After Events with Twitter”, is a definite report on the strategies and tools for effectively using Twitter as a communication tool. It examines how those in the events industry can take advantage the social networking platform to help solve common communication issues, as well providing additional event value to delegates.

The white paper includes the following sections:

- What are the main communication issues faced by event managers?
- Additional communication problems
- Introducing Twitter as an effective communication platform
- How can Twitter be used?
- #Hashtags
- Generating a high quality network
- What to tweet about
- Managing your Twitter account
- Responding to negative Tweets
- Tools to help manage your Twitter account
- Mobile tweeting
- Twitter and event management software

Commenting on the white paper, Kate Oxtan evocos Marketing Manager said; “Harnessing the power of Twitter as a supplementary communication platform can provide a huge amount of value to all those involved with events. Event managers, delegates, presenters, exhibitors and sponsors will all benefit from the improved levels of engagement and involvement that Twitter can provide.



This white paper can be used as a guide for those who already use Twitter and what to ensure they're making the most of it and for those just beginning or thinking about using Twitter. It includes best practice advice, tools and strategies companies can use to improve their events."

To download the white paper, please visit the evocos event software website:

<http://www.evocos.co.uk/whitepaper-events-twitter>, email events@evocos.com or call 0800 369 8677.

###

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.

Contact evocos

evocos Event Management

1 Faraday Road

Guildford

Surrey GU1 1EA

Telephone: 0800 369 8677

Email: kate.oxton@evocos.com

Twitter: <http://twitter.com/evocosEvents>