

XING Events takes the first step for its study on event marketing Survey of event organisers and attendees now online

Munich, 13 June 2017. XING Events (www.xing-events.com), the event industry's expert in attendee management and event marketing, continues its series of studies this year. Currently, the company is carrying out surveys of both event organisers and attendees on the subject of event marketing.

Links to the survey:

For organisers: <https://indivsurvey.de/event-marketing-va/82149/8kDWnG>

For attendees: <https://indivsurvey.de/informations-before-event/82187/pXkByj>

The options offered by marketing developments have been multiplying continuously and rapidly for years. New technologies, changing trends, and innovative platforms pose an ever-increasing challenge to finding the ideal marketing mix for business events. The times of "blog marketing", "viral marketing", and "influencer" serving as trendy terms for marketing pros - rather than as effective marketing instruments - are long gone. However, do organisers actually use these methods? If so, for which type of event? What are the results that can be achieved through their use?

These are only some of the questions covered in the XING Events study. The results will be pooled into specific recommendations that are aimed at supporting event organisers in marketing their events in the future.

As a thank you for taking part in the survey, all participants have the chance to win one of three Amazon vouchers worth EUR 50.

About XING Events

XING Events is the only provider that combines event management software and business networking. With XING Events, organisers have already sold and billed 8 million tickets worldwide at more than 210,000 professional events.

XING Events aims to support organisers with the best solution for every stage of their business events. Before the event, organisers can reach their target groups on XING and provide any new attendees with a professional ticket shop. During the event, organisers will be provided with customised solutions for all conceivable admissions scenarios. After the event, exclusive opportunities for customer relationship and community management are offered through XING Groups.

As part of XING AG, the social network for professional contacts, XING Events connects more than twelve million potential participants in German-speaking regions with relevant events. As an expert in events with professional standards, XING also creates a bridge between the online and the offline world by bringing people together at events.

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XING Events: www.xing-events.com
Press material: www.xing-events.com/press

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