

XING Events Presents New Product Developments in the Mobile Field XING Event Market Available on the Android App, EasyEntry Version with Easy Online Availability

- Increased Reach for all Events on the XING Event Market via iOS and Android App
- Next Generation Entry Management Software Can Be Used Directly in a Browser
- Improved UI Usability, Performance even more Stable

Munich, 07 July 2017. XING Events (www.xing-events.com), the event industry's expert for event marketing, attendee management and ticketing, further tailored its range of products to the increased use of mobile applications - in addition to its availability on the XING iOS App, the XING Event Market with its around 30,000 events is hence now also available on the Android App. Attendees can target their search for events, and buy tickets directly in the ticket shop. The app furthermore displays customised event recommendations for attendees. This gives organisers even more benefits than before when it comes to increasing their reach. Attendees using the app can view all relevant information for the respective event - its location and time, a description of the event, as well as a list of speakers and guests.

“Following this key addition to our range, we are working hard to ensure that all functions of the Event Market can be used mobile on the organiser page”, says Maik Wiege, Senior Product Owner at XING Events. “Our priority, however, was to give our organisers the opportunity to reach every single prospective attendee via the XING Event Market.”

New Entry Management Software Is Now Ready for Immediate Use on All Devices

The new version of EasyEntry, the reliable software for entry management, does no longer require any downloads or installations. Organisers can quickly and easily open it in their browser. Its design is inspired by the EasyEntry app which is available for both Android and iOS. Therefore, organisers are able to use it parallelly on different devices. The new EasyEntry offers all functions of the legacy software, its usability was however improved as part of the software revision. Moreover, both its stability and performance have undergone additional improvements. “The new solution makes it even easier for organisers to organise their entry process”, Wiege highlights. “Thanks to its availability for browser usage, all devices can be deployed. In addition to notebooks with connected hand scanners, other tools like smartphone and tablet cameras can hence be used to easily scan tickets.”

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 closed to 11 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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