

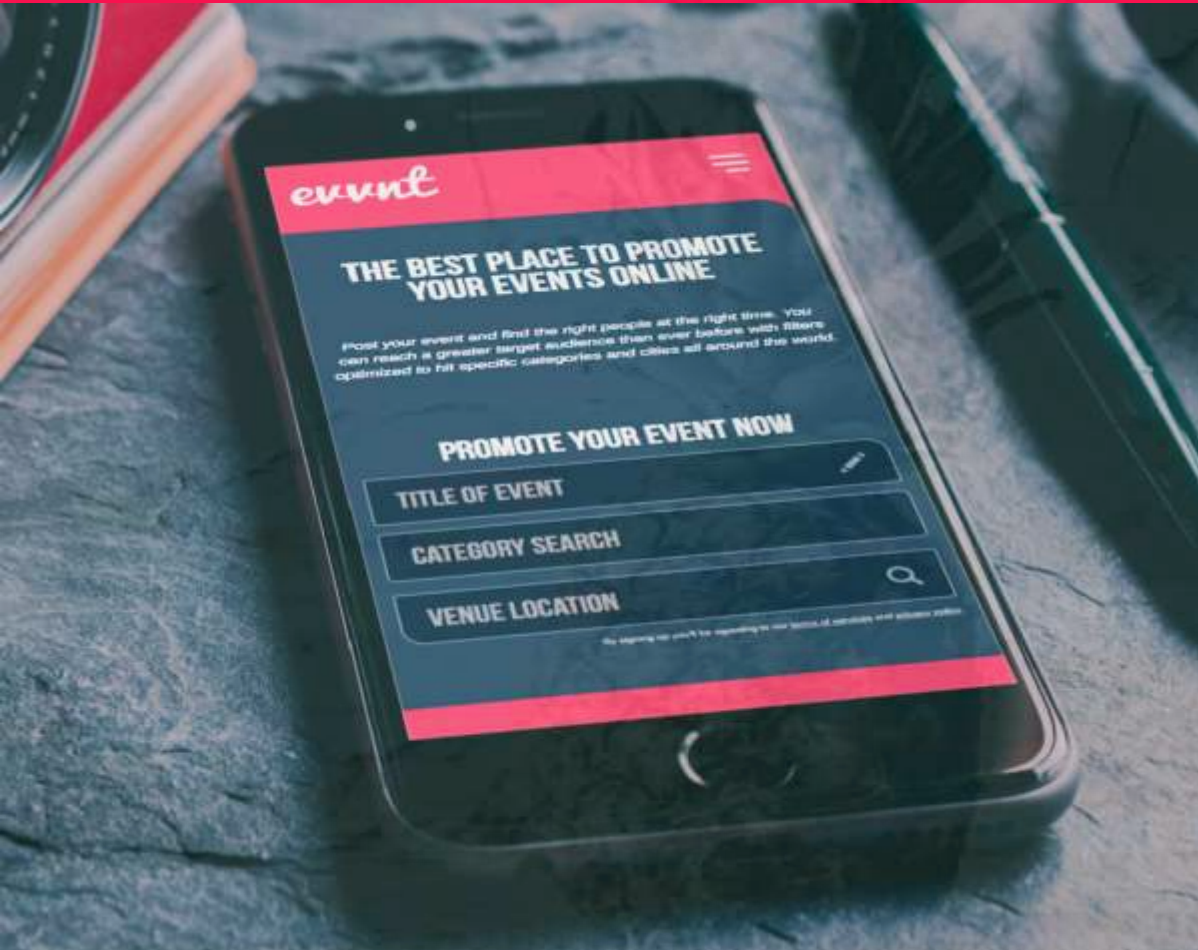
Revenue Generating Event Calendars

*event*

**INLAND 2018**

**Chicago,  
USA**

# Introduction



## Event Marketing Automation Platform

An aggregator of 3,500 event calendars, scaling up an events ad network targeting 9660 online US news sites.

# The Problem

2018



**65 million Events  
Created Per  
Annum**

Submitted via multiple media channels that fail to generate significant digital revenues.



# The Solution

2018



## Revenue Generating On-Demand Event Marketing Platform

Connecting event marketers to news & media publishers instantly.

# Market Size

2018

\$512 billion is spent on events and conferences annually as noted by Forrester Research, with 20% typically being assigned to a marketing officers budget.



English Speaking Digital Marketing Spend

Addressable market

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**Total Addressable Market**

**\$2.1 billion**

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**United States America (33%)**

**\$0.7 Billion**

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Frost & Sullivan, 2014, "Financial Analysis and Market Sizing of the Event Management Software Market"  
Forbes Events Industry Council et al, 2018, "Economic Significance of Meetings to the US economy"  
Wall Street Journal Forbes, 2014, "Who are the major players disrupting the events industry"  
Marketing Profs, 2017, "2018 Digital Marketing Plans: Budget and Tactic Trends"  
Forrester, 2017, "US digital marketing spend will near \$120 billion by 2021"  
IBIS World, 2017, "Party & Event Planners - US Market Research Report"  
Deloitte, 2017, "Marketing Budgets Vary by Industry"

How does it work...

*event*

**INLAND 2018**

**Chicago,  
USA**

# 4 Steps to revenue

## 1. Calendar

Local Search Events  
calendar

### Features

- Events Data
- Search
- Category & location
- Details Page
- Featured Event
- Event submission

### Checkout

- Free
- Premium

Google friendly events  
content on your domain

## 2. Premium

Easy to use add event  
form

### Features

- Featured & Distributed
- Print, email, deals, voice
- Clicks & Impressions
- Registration & Revenue
- Google Indexing
- Instant Reporting

### Buy Online

- Single Event
- Subscription

Successful & accountable  
event marketing

## 3. Editor CMS

Manage your data  
on your calendar

### Features

- Search
- Featured
- Editor Pick
- Editors Voice
- Reject
- Edit

### Reverse Publishing

- Data Export
- Print ready ad

Effective tools for editors  
and news teams

## 4. Sales CMS

Automated Events to  
scored Leads

### Features

- Fresh daily leads
- Category
- Location
- Scored
- High conversion
- Revenue reporting

### Reporting & Conversions

- Events
- Revenue

3% - 11% conversion online  
15% - 20% via insider sales



1. Event Calendar

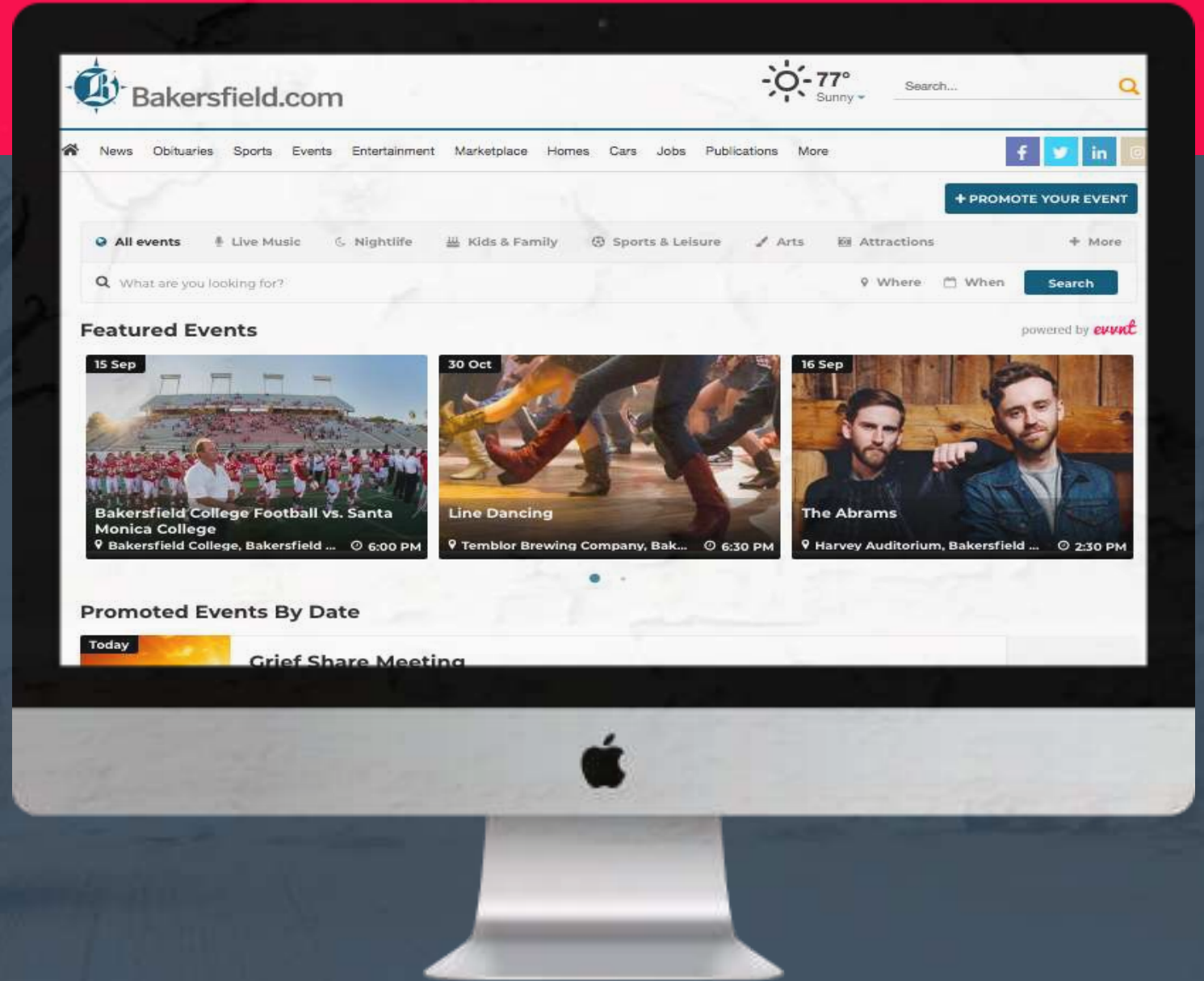
2. Premium

3. Editor  
CMS

4. Sales CMS

# Event Calendar

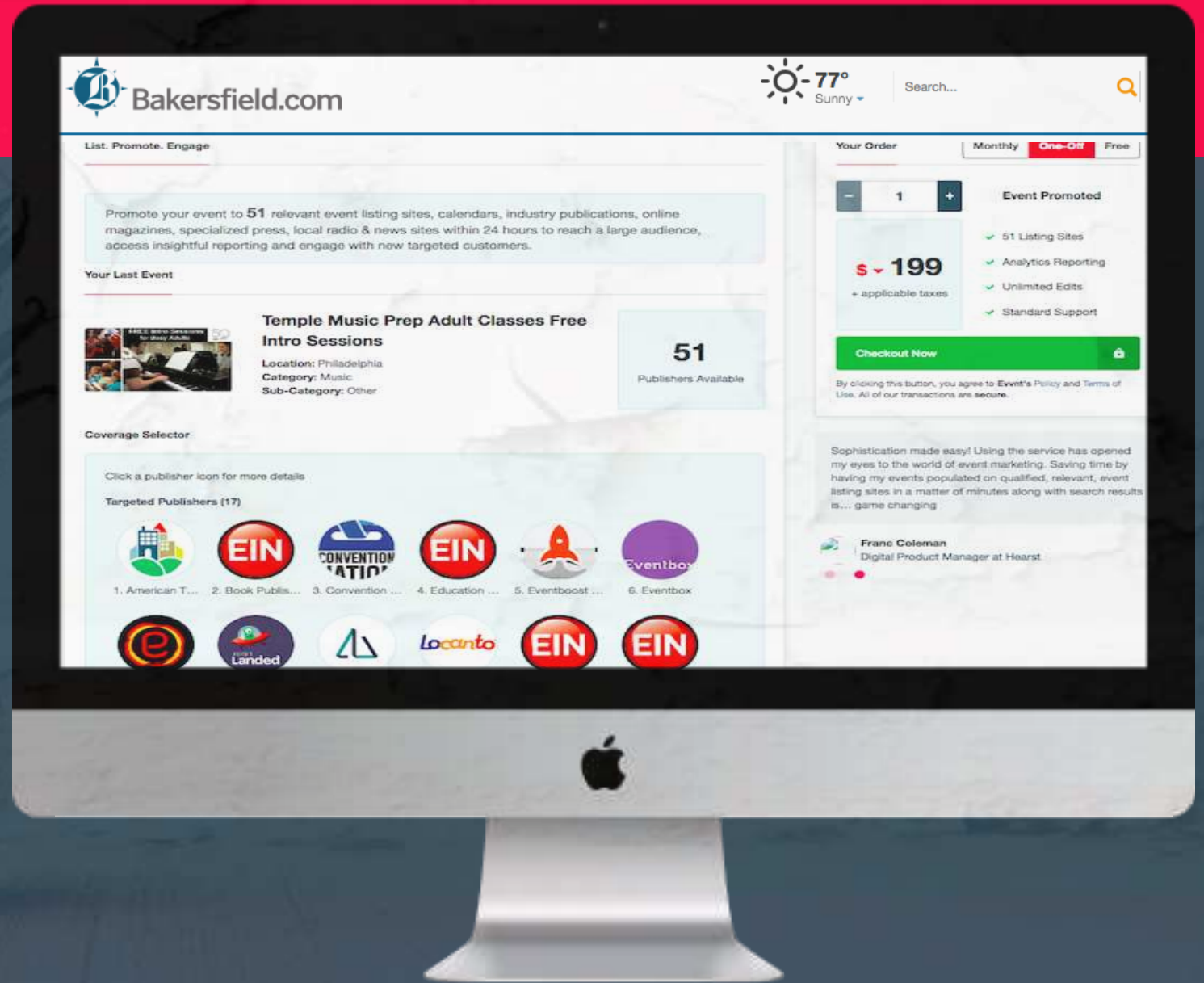
- Best in class events calendar focused on local search.
- Google friendly events content on your domain.
- **Features**
  - Search
  - Category & location
  - Details Page
  - Featured Event





# Checkout

- Transaction online self service checkout.
- Stripe split payment, cash in your bank instantly.
- **Features**
  - Free
  - Premium
  - Single & Subscription



# Event Report

- Instant online reporting & clear ROI per event.
- Accountable & successful event marketing.
- **Features**
  - Digital reporting metrics
  - Registration
  - Revenue





1. Event Calendar

2. Premium

3. Editor  
CMS

4. Sales CMS

# Premium Event

- A product that sells itself directly to event promoters.
- An automated campaign of local event marketing.
- **Features**
  - Event Calendar Distribution
  - Featured
  - Social
  - Deals
  - Print
  - Voice
  - Email



## Premium Event Promotion

- Event Distribution
- Featured Placement on Event Calendar
- Print Newspaper Advertisement
- Voice Search Capabilities

## The Best Place to Promote Your Events

List your events on 30+ listing sites at the click of a button

### Submit Your Event Today

- From 3,500 potential sites, each event is uniquely targeted and distributed to location-specific event listing sites
- Receive a reporting dashboard and email reports with referral analytics and revenue and click tracking
- Target thousands of potential customers in online search and on event discovery platforms

A screenshot of a reporting dashboard for an event listing. The main content area shows a thumbnail for 'DEMO DAY' at 'SPORTS BASEMENT DEMO DAY AT ALPINE MEADOWS - MARCH 21'. To the right, there is a 'Simple Reporting by source and revenue.' section with a table of data. Below the main content, there are sections for 'Overall Reach' and 'Distribution'.

1. Event Calendar

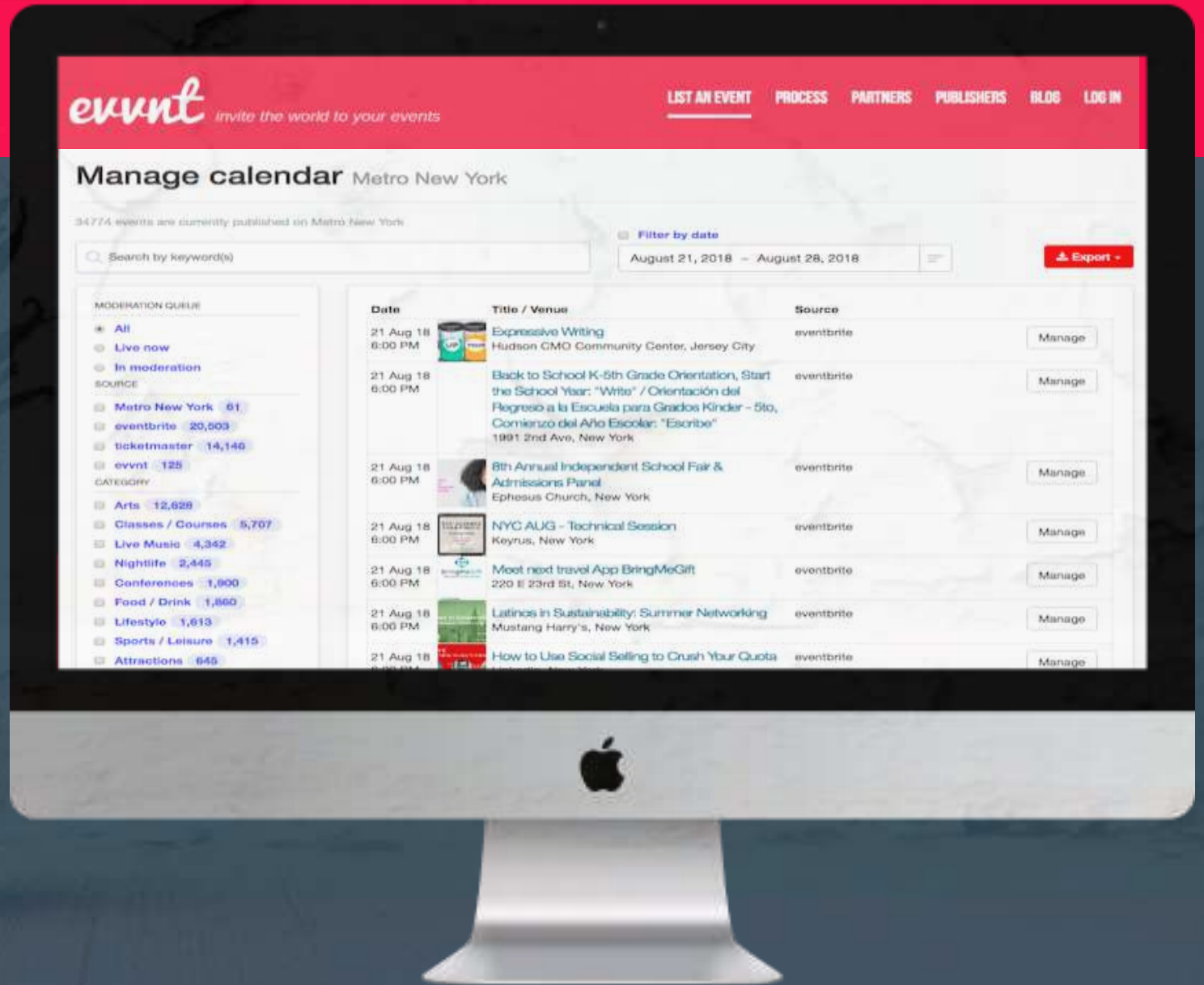
2. Premium

3. Editor CMS

4. Sales CMS

# Editor CMS

- Manage your own data, on your own events calendar.
- Effective tools for editors and news teams.
- **Features**
  - Search
  - Edit & Reject
  - Editors pick & voice
  - Reverse publishing to print





# Sales CMS

- Events scored and converted to sales leads.
- 3% conversion online, 15% conversion via insider sales
- **SFGATE**
  - 1.3k Event Submissions
  - 6% conversion to sale
  - 61% rebooking
  - \$502 average spend
  - \$1.6m revenue forecast



# HEARST

# TIMELINE TO REVENUE

2018

## CONTRACT

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Tech supplied  
Time required to implement  
Live & revenue generating

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TODAY

INSTANTLY  
15 Minutes  
INSTANTLY

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## COSTS

ZERO

\* Rates for data, hosting, voice, email & print are optional

# Customer & Partners

2018



# Contact us

2018



## Revenue Generating Event Calendars

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