



Announcing our exclusive partnership with Hearst Communications

LONDON, UNITED KINGDOM,
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-- HEARST COMMUNICATIONS &
EVVNT LOOK TO KICKSTART THE
LOCAL US EVENTS INDUSTRY

The Hearst Communications digital network reaches 42 million unique readers every week
LONDON, UK, September 18, 2017 – London-based marketing specialist evvnt today announced its partnership with Hearst Communications, one of the world's largest media groups. The partnership will see evvnt provide its events discovery technology to two flagship online titles with more to be added over the rest of the year and into 2018.

The initial two titles to receive the new events engine are SFGate and the SeattlePI. Events-organisers and -goers will be able to use evvnt's discovery technology to showcase and discover local events on the premier digital channels for these major cities. With evvnt's pledge to help grow event audiences globally and locally, evvnt is opening access to its 4,500+ publisher network to all event organisers, helping them access new hyperlocal event audiences in a click.

SFGate is one of two initial publications to get events coverage, along with the SeattlePI

Founded in 1887, Hearst manages 24 daily and 64 weekly major news titles in

the US, along with many leading global magazines, digital titles and broadcasting medias. The partnership represents both side's growing commitment to supporting local events, and marks

The screenshot displays a partnership banner at the top with the text "HEARST Partners with evvnt". Below this is a large "HEARST" logo. A secondary banner for "Playful Orogold Fest 2017" is visible, listing dates (SAT, Sept 30 11AM - 8PM; SUN, Oct 1 11AM - 6PM) and features like "FREE SHUTTLE & PARKING", "FREE ADMISSION", "Art Vendors", "Biergarten", "Food Court", and "Music by the Internationals". The main content area shows a navigation bar for "SFGATE" with categories like LOCAL, NEWS, SPORTS, BUSINESS, A&E, FOOD, LIVING, TRAVEL, REAL ESTATE, OBITUARIES, CARS, JOBS, CLASSIFIEDS, and CHRONICLE. Below the navigation is a "SUBMIT YOUR EVENT" button and a list of event categories: ARTS, ATTRACTIONS, BARS & PUBS, CLASSES & COURSES, CONFERENCES, EXHIBITIONS, and FEST. The event listings include:

- The Sales Development Conference, San Francisco 2017** (CONFERENCE & MARKETING & SALES) at Ritz-Carlton San Francisco, San Francisco, Thursday, September 21st 2017 | 08:00AM
- Comedy Oakland Presents** (ARTS & COMEDY) at Spice Monkey, Oakland, Thursday, September 21st 2017 | 19:30PM
- Live Music: Noise Pop presents This Will Destroy You** (ARTS & MUSIC) at Starline Social Club, Oakland, Thursday, September 21st 2017 | 19:30PM
- The Setup: Craft Beer and Comedy**

On the right side, there is a "Sponsored Content" section featuring ads for "Sage: Simple and Secure Accounting for your...", "Download: Your Guide to 20 Customer Service...", "Learn How to Reach Your Peak Sales Performance in...", and "People Who Had Barclaycard Credit Cards - Read This (PPI Checker)".

another step of evvnt's exclusive publishing access in the US, ensuring event organisers achieve the widest and highest quality exposure for their events across market-leading Hearst titles.

Currently in the middle of a growth investment raise, this partnership is part of evvnt's 2017/8 strategy for strategic growth into the US, and provides an indicator to the company's ambition targeting Hearst's flagship sites.

See the Event Discovery Listing on SFGATE – <http://www.sfgate.com/events>

Franc Coleman, Hearst's Digital Product Manager, said;

“Sophistication made easy! Our partnership with evvnt has opened my eyes to the world of event marketing. Saving time by having our organiser's events populated on qualified, relevant event listing sites in a matter of minutes along with search results is game changing. Using evvnt's reporting analytics to provide greater transparency around our campaigns only adds to the value proposition of Hearst Media. I'm a firm believer that evvnt is changing the event marketing space and I look forward to seeing what else this dynamic team brings to the table.”

For decades we have seen newspapers and news sites showcasing events content with no clearly defined premium offering that delivers accountable marketing. By incorporating event discovery on publishing channels with the evvnt premium marketing technology media companies have large revenue generating opportunity in this untapped \$58bn dollar market.

Richard Green, CEO at evvnt, noted;

‘As part of our strategic focus to expand into the USA we specifically wanted to work with market leading brands and companies, Hearst is one of those exceptional companies with high traffic sites such as SFGate and SeattlePI. We're excited to provide our event discovery tools to them and their teams, and to continue to show that we can create a big online footprint for local event organisers.’ Packaged in the deal includes event publishing tools, premium event marketing technology, ticketing and a events to revenue ‘go to market’ sales planning that showcases how to lead score events in to sales lead opportunities delivering predictable sales conversions for sales managers and teams. Understanding how an event based on timeline, capacity, ticket price and category relates to the likelihood to a sale is game changing to ensure revenue success.

About evvnt

evvnt is a single submission event marketing and syndication service. From a single event submission customers have access to 4500+ event listing sites where event consumers are looking for events to attend. Through one simple interface, organisers can distribute and publish events to 40+ targeted listing sites in one click. The evvnt platform creates events awareness and momentum in organic search, mobile and social streams via a customised network on listing sites and feeds, maximising exposure prior to any event.



Additional Resources

Media Relations

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Brand Guidelines

We have created a brand guidelines page with logos, CEO photos and information to ensure the brand is correctly represented – please take a look – <http://evvnt.com/brand-guidelines>

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This press release can be viewed online at: <http://www.einpresswire.com>

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