

## PRESS RELEASE

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Date: July 2nd, 2020

# Leading global events platform Evendo rapidly becoming the “place to go” for virtual experiences

**As the demand for traditional events has seen a massive drop due to COVID-19, many event suppliers have transformed their traditional event offerings into virtual experiences. This same drop in customer engagement added yet another challenge for suppliers in that they also found it extremely difficult simply telling customers that these new virtual experiences existed.**

To support them in this transition, Evendo - the world's biggest events marketplace - is now helping them to promote these experiences through its platform. With this partnership, they are now instantly bookable through all Evendo's channels - reaching a potential 160 million customers across the world.

"During the first weeks alone of making suppliers' virtual products available on Evendo, we saw massive interest from our customers", says Simon Nichols, Head of Global Partnerships, he continues "this has led to Evendo now offering the world's biggest inventory of virtual experiences as well"

These virtual experiences merge seamlessly into Evendo's existing 500,000 event products, allowing organizers to also include them in any event they might be planning.

Evendo has been able to help suppliers promote their virtual experiences in part due to their unique and established customer base which not only covers personal events but more importantly business events. Businesses have been very keen to adopt virtual experiences as remote working is now widespread and they are now investing more rather than less money in virtual events to ensure their teams continue to stay motivated and productive.

Kasper Larsen, CEO of Evendo also added "It has been a challenging year all round for the events industry but as we saw traditional event suppliers start to create new and imaginative virtual experiences for customers, many of the concerns we had quickly turned to optimism and confidence. We couldn't be more pleased to support event suppliers' in any way we can and seeing their resolve, commitment and creativity just reinforces our confidence in the future of the events industry".

## About Evendo

Founded in 2016, Evendo has the biggest bookable inventory of event related products and services – second to none. More than half a million products are instantly available in real-time across 14 countries - from more than 50,000 individual suppliers – combined with a suite of easy to use planning, booking and execution tools.

Today, thousands have used Evendo to turn their event dreams into reality. And we're just getting started. By creating symbiosis between organizers, suppliers and participants, Evendo creates a true win-win-win situation for everybody in the events space.

Evendo is currently available in most European countries as well as United States.

For more information, please visit <http://about.evendo.com>



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