

## XING Events Corporate Anniversary: From Startup Company to Industry Leader for Business Events in Ten Years

- XING Events has organised and carried out more than 210,000 events and sold 8 million tickets globally
- The XING Event Market success story: More than double the growth rate compared to the previous year
- The XING Events GmbH supports organisers in all phases of an event

Munich, 30 August 2016 - XING Events ([www.xing-events.com](http://www.xing-events.com)) is celebrating its 10-year corporate anniversary this year. Since being founded in 2006, the company has grown out its role as the ticketing provider amianto to become a full-service provider of event management solutions from marketing to customer retention. This development is based on the idea by Prof. Dr. Cai-Nicolas Ziegler, managing director at the XING Events GmbH, to support organisers in every phase of a business event and to bring people together in order to create unique experiences. Using XING Events, organisers have sold and accounted more than 8 million tickets for more than 210,000 professional events globally.

### **XING Event Market: More than Double the Growth Rate Compared to the Previous Year**

Coinciding with its 10-year corporate anniversary, XING Events has already sold almost 1,800 campaigns in the month of July using marketing packages on the XING Event Market - already now doubling the sales of the whole previous year. The XING Event Market is the leading platform to promote events in the business sector. XING members benefit from customised event recommendations that are created taking into account the user's personal network and different profile information. Using intelligent marketing options on the XING Platform, XING Events provides its organisers with access to more than 10 million people in the German speaking area.

“We are looking back with pride at the last decade during which XING Events has become the industry leader for business events. Our edge is that our focus lies on the attendees' needs to eventually create added value for our customers, the organisers. The demand for our marketing campaigns on the XING Platform speaks for itself. We are happy to see that organisers are fully leveraging this competitive edge, and we will continue developing it to enable organisers to attract a higher number of relevant attendees”, Prof. Dr. Cai-Nicolas Ziegler, managing director at the XING Events GmbH, says.

### **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 10 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.

### **Press materials | information | links**

XING Events: [www.xing-events.com](http://www.xing-events.com)

Press materials: [www.xing-events.com/press](http://www.xing-events.com/press)

Products: <https://en.xing-events.com/our-services>

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