

XING Events and SUBMIT Join Forces to Form a Strategic Partnership

- Extended service portfolio for organising and managing awards via a single source
- Combining know-how and simplified award management with reduced administrative work
- Our successful first customer: German Dialogue Marketing Award 2016

Munich/Vienna, 14 September 2016 - XING Events (www.xing-events.com), the event industry's experts for attendee management and event marketing, and SUBMIT (www.submit.to), the specialist for submission management, combine their expertise and are announcing their strategic partnership. The partnership aims at offering organisers a smooth event management as well as simplifying their award management to minimise their administrative work. The two companies have already been working together successfully since the beginning of the year.

Extended Service Portfolio for Organising and Managing Awards

To organise and realise complex award shows, you need a reliable partner who takes into account all parties involved in an event.

“Our common goal is to give organisers the best possible support for their event organisation and to offer the largest possible service portfolio via a single source. In cooperation with our partner SUBMIT, we are now not only offering event marketing and attendee management but have also added the complex submission and validation process of award shows and ceremonies to our portfolio”, Prof. Dr. Cai-Nicolas Ziegler, managing director at the XING Events GmbH, says.

Simplified Award Management and Reduced Administrative Work

Before the event, organisers can reach out to their target groups via intelligent marketing solutions on XING increasing the number of submissions for the award, and they can sell tickets for events like award shows using the event pages. During the event, SUBMIT helps to reduce administrative work for entrants, organisers and jury members by up to 70%. Participants benefit from a simple and clearly organised submission and management process. Organisers can keep a real-time overview over submissions, and jury members can leverage the advantages of a significantly simplified evaluation process. The XING Events solutions support them during all possible entry scenarios at the event. After the event, XING Events offers the possibility to reunite entrants, jury members and event visitors in a XING group that can be used for customer relationship management in order to foster customer relationships in between award shows.

“We are happy that, in cooperation with XING Events, we can offer solutions for the biggest challenges that each award organiser has to face: Digital award management, increased number of submissions via marketing on the XING network, ticketing and entry management at the event as well as using the XING Group as the ideal customer relationship management channel for the period between award shows”, Stefan Böck, Managing Director at the 79 Blue Elephants GmbH, says.

Our Successful First Customer: German Dialogue Marketing Award 2016

Customers like the German Dialogue Marketing Association, the largest national association of dialogue marketing companies in Europe and one of the top German associations in the communication sector, welcome this cooperation.

“The strategic partnership has helped us to significantly reduce our administrative work at this year’s Dialogue Marketing Award to focus on the most important things. The professional ticketing, attendee and entry management as well as the submission management and the evaluation tools were decisive factors in turning the event into an all-round success”, Jessica Pölloth, Director of Fairs and Events at the German Dialogue Marketing Association (DDV), 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 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.

About SUBMIT

The 79 Blue Elephants GmbH is the specialist for submission management and has developed the submission management system SUBMIT.

The 79 Blue Elephants GmbH is a developer of tools that simplify complex decision-making processes in organisations. The submission management system SUBMIT supports award organisers in the digital management of submission and evaluation processes, and minimises administrative work for all parties involved.

Among the satisfied customers of the 79 Blue Elephants GmbH are countless national and international associations and companies like the German Dialogue Marketing Association, the Art Directors Club of Europe, Wienerberger, Henkel and many more.

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