Introducing Evvnt: A powerful, revenue-generating calendar integration coming to TownNews

Thursday, May 7th, 2020

Today's agenda

- Introduction to the Evvnt calendar service and Evvnt CEO Richard Green.

- Overview about the calendar migration timeframe and process.

- Ideas for generating new advertising revenue with local events.

- Overview of the Evvnt calendar tools and functionality.

- *(Note) Complete details concerning the calendar transition process will be covered by the TownNews-Evvnt implementation team at a later date*
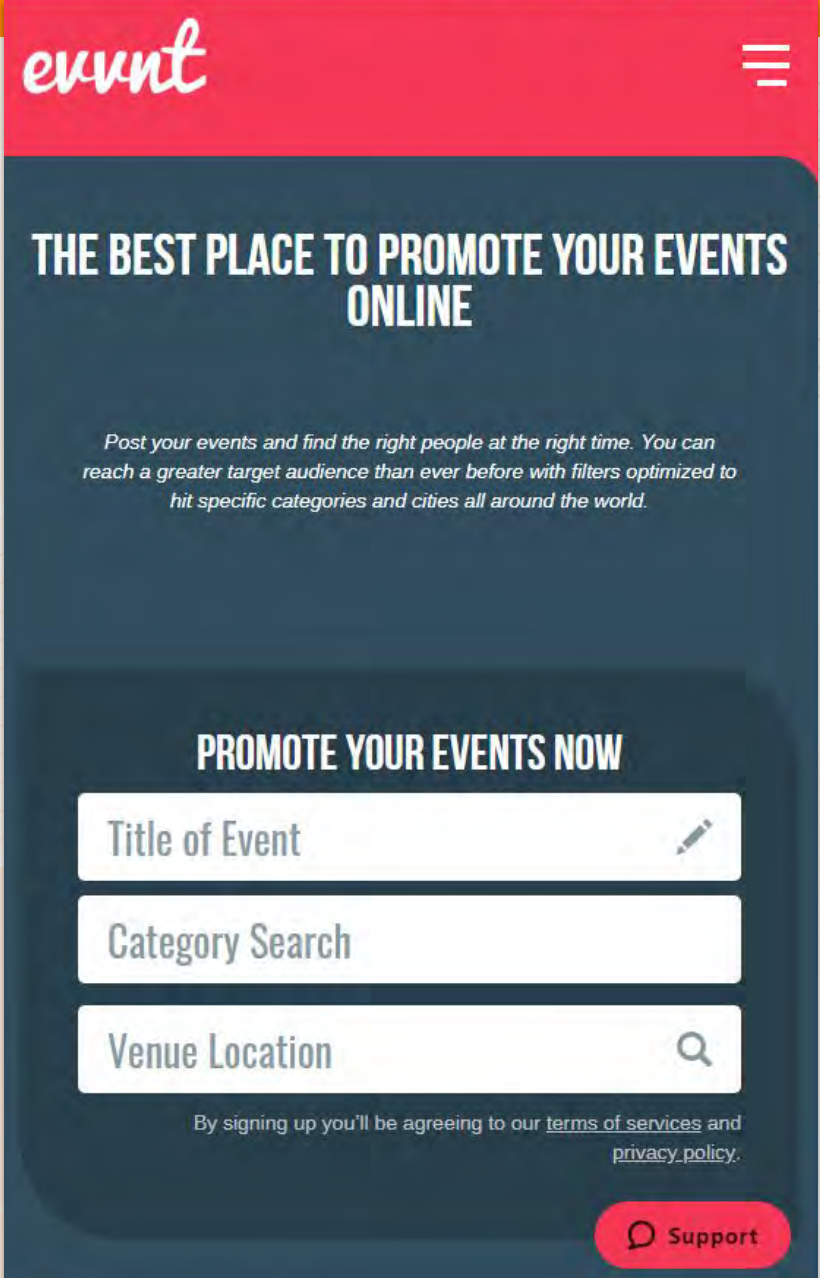
What is Evvnt?

- A dynamic event marketing automation platform which syndicates events content to multiple event listing sites and calendars as a service.

- Dedicated to generating new advertising revenue for publishers from ticketing, syndicated, print, social and email marketing services, while helping consumers find high quality, local events.

- In February, TownNews and Evvnt announced a partnership that will allow the approximately 2,000 website users of our CMS platform to have access to the Evvnt calendar system at no additional setup or monthly cost.

- Evvnt is led by CEO Richard Green
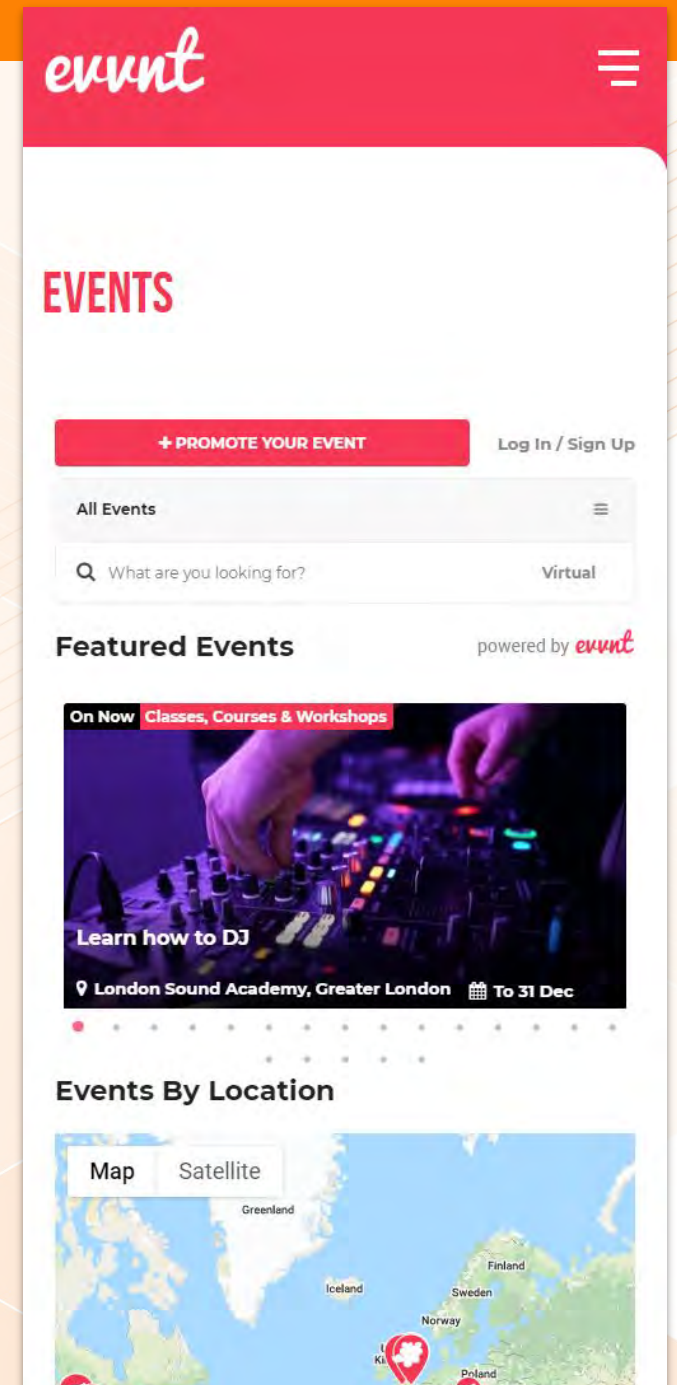
Why Evvnt? Why now?

- For the past 18 months the TownNews team has been evaluating how to upgrade its legacy BLOX Calendar product. Needs discovered were:
  - Automated event listings
  - Ticketing platform integration
  - CRM solution for local ad sales

- We are partnering with Evvnt to provide these upgrades *immediately* to our clients through our CMS platforms.

- With in-person events on pause due to the COVID-19 pandemic, it's our recommendation to begin transitioning sites now to the Evvnt calendar program so you have this best-in-class tool when in-person events resume.

How will the transition work?

- TownNews-Evvnt teams will begin transitioning BLOX Calendar users to the Evvnt calendar system on Monday, May 18.
- When it's your turn in the queue, the site(s) transition will be managed by a TN/Evnnt team member.
- Goal is to transition all calendars by late summer/early fall 2020.
- No cost involved in transition!
- Revenue opportunity for our partners is available immediately through exclusive TownNews-Evvnt agreement.
  - Publisher will receive 20% of listing revenue up until the other 80% hits $249 per month
  - After $249 threshold is reached, revenue share for publisher increasing to 40% during that month
- If desired, publishers can purchase a monthly Evvnt license at $249* and go directly to the 40% revenue share   *Requires 12-month contract

Revenue Generating Events Calendars			No Fee	Premium
Monthly Platform Fee Deducted From Sales			$249	$249
Plans		**Premium Products & Revenue Share**	Monthly Rolling Contract	12 Months Contract
	Self Service	Sold by Evvnt self service online (includes email and ticketing)	20%	40%
	Direct Sales	Sold by the partners direct sales teams		
Products		**Affordable Premium Products for Local Event Creators**		
	Listings	Free event listing creation	Article	☑	☑
	Featured	Featured event placement on your calendars home and category page.	Article	☑	☑
	Map Pin	Large premium map pin placement on your calendars home and category page map.	Article	☑	☑
	Syndication	Distribution & publishing of an event on multiple media publishers websites as an event listing.	Article	☑	☑
	Ticketing	Evvnt Ticketing: for customers creating events.	Article	☑	☑
	Social	Social media reposting and share with media publishers.	Article	☑	☑
	Email	Send targeted emails to 'opt-in' consumers based on location, interest or occupation.	Article	☑	☑
		Manual - Reverse publish to print.		☑	☑

Solutions — Publishing Solutions that Drive Audience & Revenue

Solutions	Publishing Solutions that Drive Audience & Revenue			
Events Calendar	Category, location, date and keyword search.	Article	☑	☑
Promote Event Form	Event creation and premium products.	Article	☑	☑
Checkout & Payment	Self service checkout and online payment services	Article	☑	☑
Theme & Branding	Theme and brand the user experience.	Article	☑	☑
Content Widget	Local events content mapped to editorial content.	Article	☑	☑
Buttons & URLS	Increase event submission from event creators.	Article	☑	☑
Editor CMS	Add, edit, update, reject and moderate your events data.	Article	☑	☑
Events Data & Hosting	Your data, Evvnt data, calendars, widgets & images.	Article	☑	☑
Backfill Data	Active, Eventbrite & Ticketmaster, Goldstar, Geotix etc.	Article	☑	☑
Pricing Controls	Set your own pricing per site.	Article	☑	☑
Sales CRM	Events submissions converted to high converting sales	Article	☑	☑
Training	Sales and Editorial training and support	Article	☑	☑
Data Management	Events, customer and financial data management.	Article	☑	☑
Developer API & RSS	API access to data and products.	Article	☑	☑
Sales & Marketing Services	Media Kit for sales, marketing editors and service teams.	Article	☑	☑
Analytics & Financial Reports	Real time reporting & analytic insights.	Article	☑	☑

Business Support — Working with You to Ensure Business Success

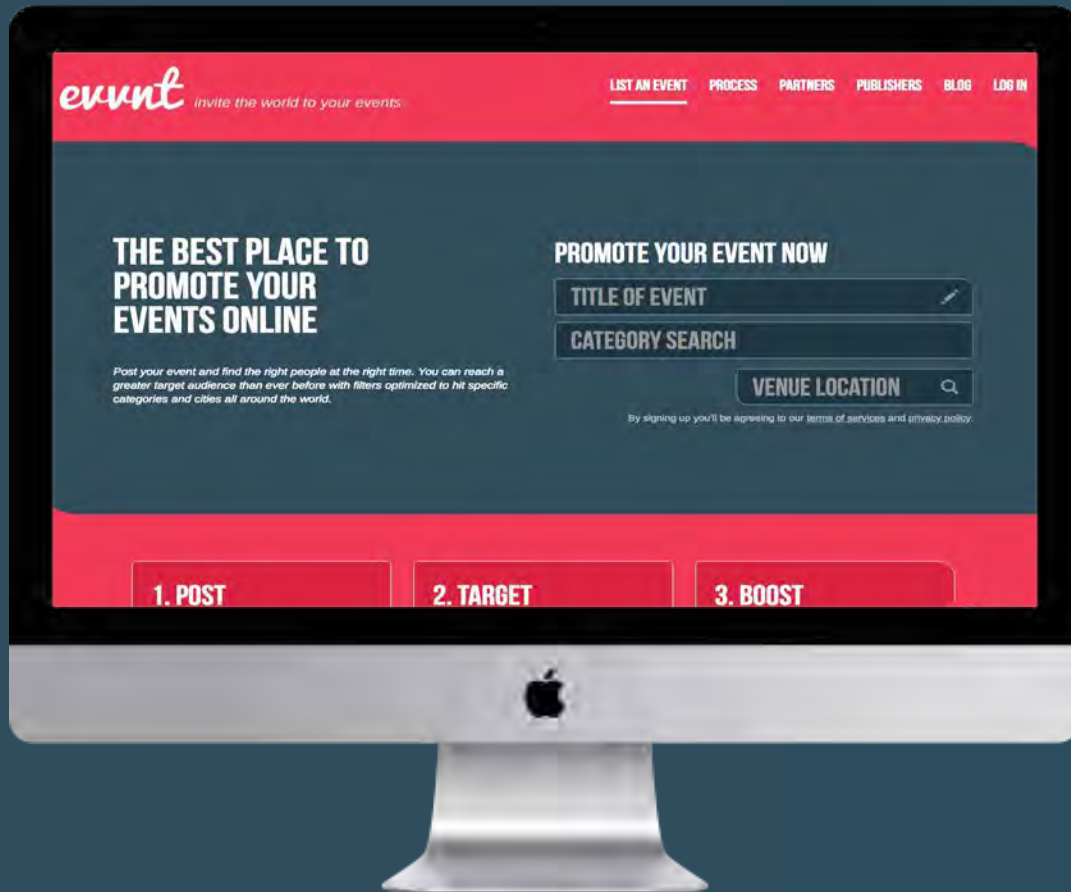| Business Support	Working with You to Ensure Business Success			
Speak to a professional	Stay connected to our business team	Support	Direct Team Support	Direct Team Support

REVENUE GENERATING
EVENTS CALENDARS

Market Ready
Scalable Technology

Event Publishing & Promotion Platform

- Revenue generating events calendars
- Multi-Chanel event marketing services
- Consumer event discovery
- Content distribution engine
- Ad network for events
- Developer API & RSS

The Problem

65 million Events Created Per Annum

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

The Solution

Revenue Generating On-demand Event Marketing Platform

Connecting event marketers to news & media publishers instantly to reach consumers.

Market Size - $18.2bn

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

FORRESTER®

English Speaking Digital Marketing Spend	Addressable market
Total Addressable Market	
Marketing	$2.1 billion
Ticketing	$16 billion

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"

evvnt

ON DEMAND EVENT MARKETING

Event Calendar

TN TownNews

Event Discovery

- Events Calendar
- Details Page
- Local Data
- 700 Categories
- Search
- Images
- Maps
- Ticketing
- Add Event

Event Submission – Sales Funnel

Promote Your Events

- Quick Form
- Advanced Form
- Eventbrite
- Geotix Tickets
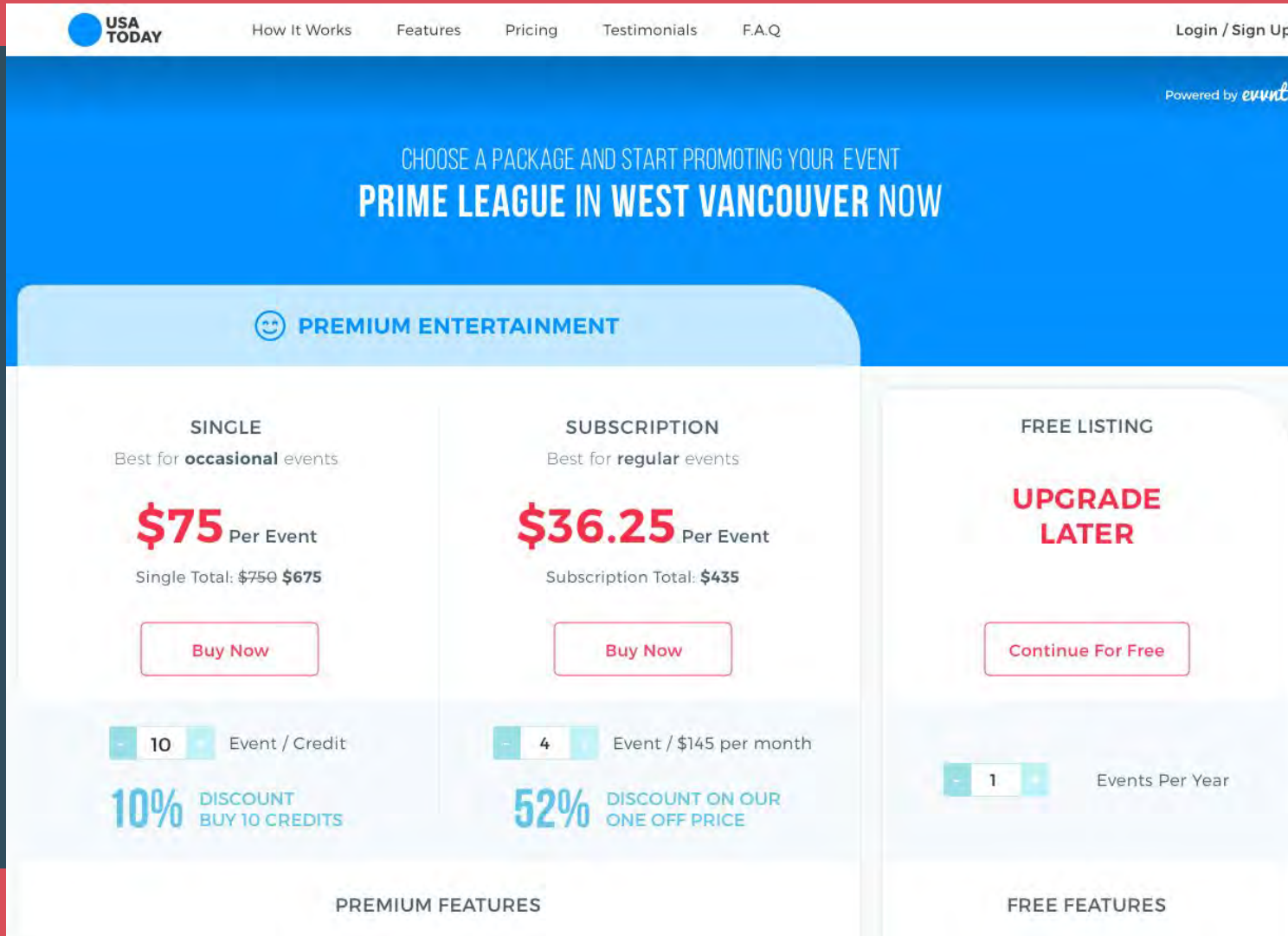- Integrations
- Google Maps
- Data Capture
- Lead Creation

Multi Channel Marketing

Simplifying Local Events Promotion

Bundled ticketed, listing syndication, featured, social, email, print, voice & radio campaigns tracked to sales conversion.

5 Point Sales Strategy

Multiple sales touch points

1. Snap Sell
2. Checkout
3. Report Sell
4. Create Package
5. 2 Click Rebook

Self Service Transactions

Evvnt - Sales Confirmation - USD 45.00 - MontroseDailyPress - Wick Communications - : Love316 Church Number of Events: 4 Event Title: ...

Evvnt - Sales Confirmation - USD 50.00 - HeraldReviewMedia - Wick Communications - Name: Church in Sierra Vista Number of Events: 1 E...

Evvnt - Sales Confirmation - USD 25.00 - HeraldReviewMedia - Wick Communications - Name: Church in Sierra Vista Number of Events: 1 E...

Evvnt - Sales Confirmation - USD 45.00 - norwoodbulletin - Gatehouse Media LLC - : First Church of Christ, Scientist, Norwood Number of E...

Evvnt - Sales Confirmation - USD 45.00 - MontroseDailyPress - Wick Communications - : Love316 Church Number of Events: 4 Event Title: ...

Evvnt - Sales Confirmation - USD 145.40 - southborough - Gatehouse Media LLC - 1pm, Church of Christian Compassion, PA - 628293 Pack...

Evvnt - Sales Confirmation - USD 75.00 - AnchoragePress - Wick Communications - Anchorage Lutheran Church Number of Events: 1 Event...

Evvnt - Sales Confirmation - USD 45.00 - MontroseDailyPress - Wick Communications - : Love316 Church Number of Events: 4 Event Title: ...

Evvnt - Sales Confirmation - USD 75.00 - AnchoragePress - Wick Communications - Anchorage Lutheran Church Number of Events: 1 Event...

Evvnt - Sales Confirmation - USD 145.00 - thepatriotledger - Gatehouse Media LLC - First Congregational Church of Braintree Number of Ev...

Evvnt - Sales Confirmation - USD 95.00 - houmatoday - Gatehouse Media LLC - Maria Immacolata Church Number of Events: 1 Event Title: ...

Evvnt - Sales Confirmation - USD 75.00 - capecodtimes - Gatehouse Media LLC - Pilgrim Congregational Church - 621133 Package Type: Pr...

Evvnt - Sales Confirmation - USD 145.00 - heraldtribune - Gatehouse Media LLC - Venice Presbyterian Church Number of Events: 1 Event Ti...

Evvnt - Sales Confirmation - USD 75.00 - thededhamtranscript - Gatehouse Media LLC - at First Church - 609444 Package Type: Premium S...

Evvnt - Sales Confirmation - USD 45.00 - heraldtribune - Gatehouse Media LLC - Venice Presbyterian Church Number of Events: 1 Event Titl...

Evvnt - Sales Confirmation - USD 25.00 - MontroseDailyPress - Wick Communications - : Love316 Church Number of Events: 1 Event Title: ...

Evvnt - Sales Confirmation - USD 75.00 - AnchoragePress - Wick Communications - Anchorage Lutheran Church Number of Events: 1 Event...

Evvnt - Sales Confirmation - USD 35.00 - SWNewsMedia - Big Fish Works - the Baptist Church, Jordan Number of Events: 1 Event Title: Heal...

Evvnt - Sales Confirmation - USD 75.00 - AnchoragePress - Wick Communications - Anchorage Lutheran Church Number of Events: 1 Event...

Partner - Sales Confirmation - USD 75.00 - SWNewsMedia - Big Fish Works - Saint Hubert Church Number of Events: 1 Event Title: St. Hube...

Evvnt - Sales Confirmation - USD 25.00 - cambridgechronicleandtab - Gatehouse Media LLC - : First Church Shelter Number of Events: 1 Ev...

Partner - Sales Confirmation - USD 39.00 - PAMPLINMEDIA - Pamplin Media Group - Henry Catholic Church Number of Events: 1 Event Ti...

Evvnt - Sales Confirmation - USD 45.00 - thepatriotledger - Gatehouse Media LLC - Weymouth Congregational Church, UCC Number of Ev...

Evvnt - Sales Confirmation - USD 25.00 - thisweekcommunitynews - Gatehouse Media LLC - Worthington Presbyterian Church Number of...

Service Types
- Singles / Bundles
- Subscriptions
- Multiple Product

Premium Features

PREMIUM FEATURES

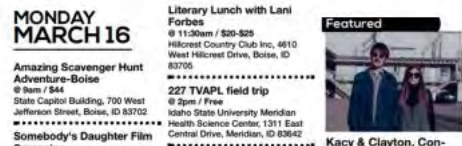- An event listing on Vancouver Is Awesome
- Featured position on Vancouver Is Awesome online.

Featured Events
Now | Entertainment

Your Event
your Location | 12:00 pm

- Map pin enlarged placement on the calendar.
- Print featured placement the week of your event.

MONDAY MARCH 16

Amazing Scavenger Hunt Adventure-Boise
@ 9am / $44
State Capitol Building, 700 West Jefferson Street, Boise, ID 83702

Somebody's Daughter Film

Literary Lunch with Lani Forbes
@ 11:30am / $20-$25
Hillcrest Country Club Inc, 4610 West Hillcrest Drive, Boise, ID 83705

227 TVAPL field trip
@ 2pm / Free
Idaho State University Meridian Health Science Center, 1311 East Central Drive, Meridian, ID 83642

Kacy & Clayton. Con-

Featured

- Opt-in targeted email - **100 Users**
- SMS - **50 Credits**
- Social - **50 posts**
- Ticketed - **Use ours, or add your own**
- Detailed event progress report
- Promotion lasts until your event ends
- Syndicate your event on **25** relevant and targeted listings sites

+10 more

Multiple Premium Services

- Event Listing
- Featured
- Premium Map Pin
- Syndication
- Social
- Print
- Email
- SMS (Q4)
- Ticketing

Strategic Partner

TownNews

White Label Ticketing
For Publishers & Promoters

Local marketing power combined with a turnkey ticketing platform creates a unique sales, marketing and ticketing fulfilment capability that cannot be matched.

geotix
THE HOTTEST TICKET IN TOWN

Editor CMS

Self Managing Event Data

1. Customers
2. Events
3. Sales
4. Moderation
5. Data Sources
6. Categories
7. Filters

Sales CRM

High Converting Sales Lead Data

1. Channels
2. Name
3. Telephone
4. Email
5. Events Volumes
6. Capacity
7. Ticket Price
8. Value

ON DEMAND EVENT MARKETING
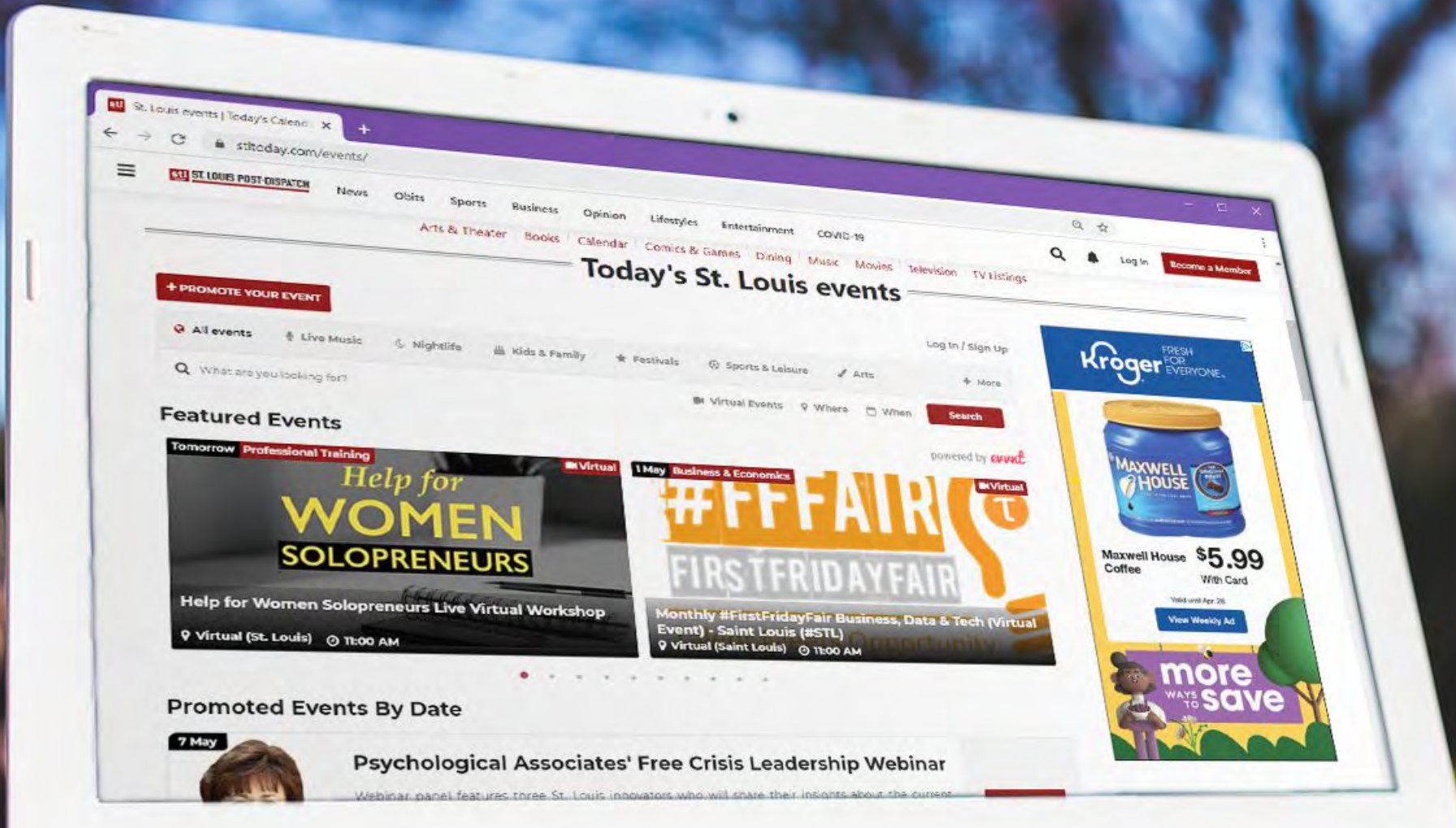
Questions?

Stay connected

- Documentation: help.bloxcms.com

- Support: Call 800-293-9576 or visit support.townnews.com

- Partner Community: community.townnews.com

- Service Status: townnews.status.io

- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

☐ **TownNews Bulletin**

Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**

Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**

News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**

Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**

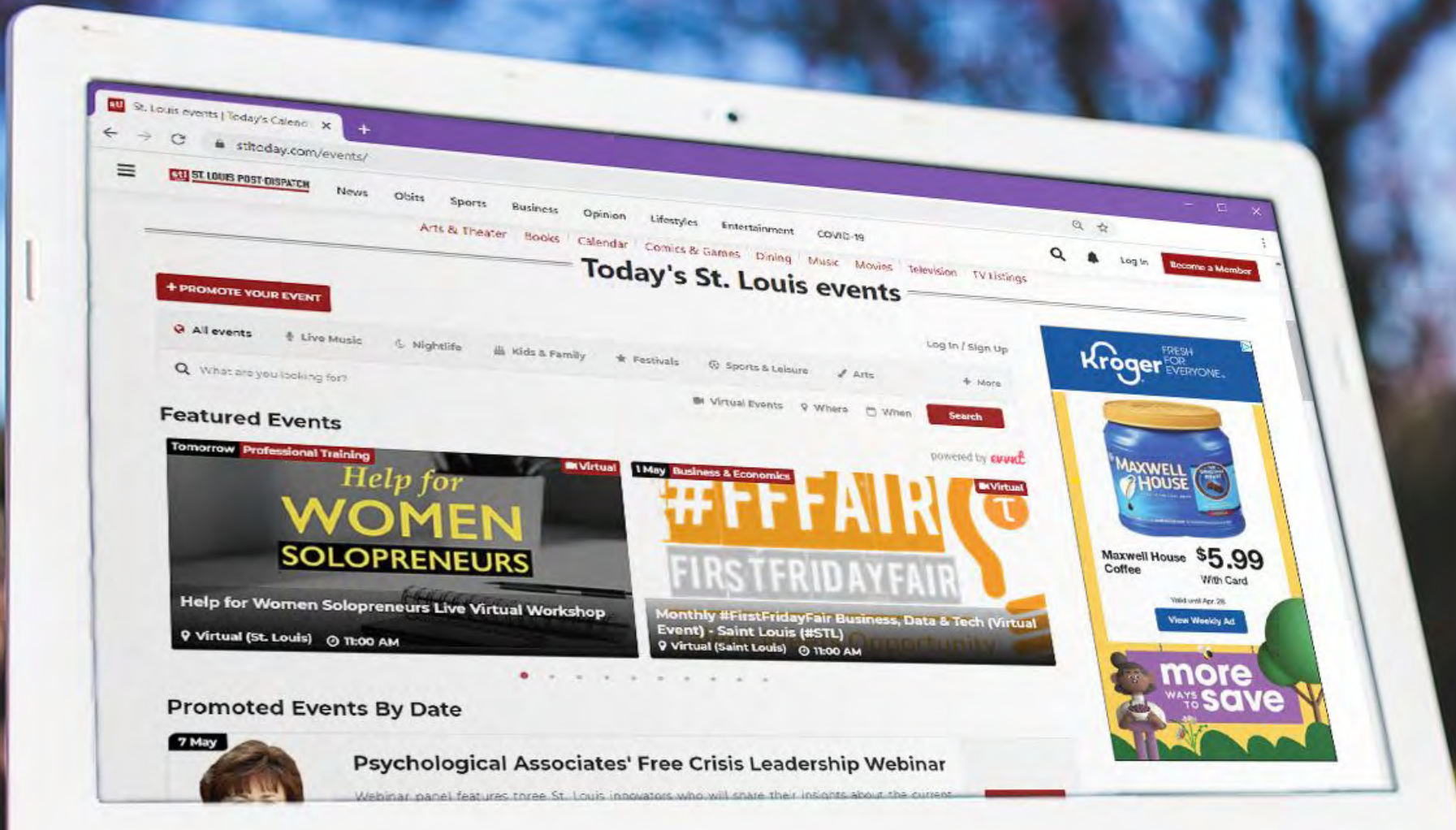Software announcements for BLOX CMS and related products.

☐ **BLOX Total CMS release notes**

Software notes and service alerts for BLOX Total CMS.

☑ **Webinar announcements**

Receive invitations to TownNews webinars.

✉ Enter email address

Sign up

30 CELEBRATING 30 YEARS

Thank you!