

events.com

Founded in 2013 by Mitch Thrower, a financier, entrepreneur, author and 22x Ironman triathlete, events.com was formed around recognized challenges and opportunities emerging for event planners.

Give us your 'elevator pitch' about your product/service.

We're changing the world of events.

With our passion and drive for the event industry, our mobile-friendly online event registration system is helping event organizers worldwide better manage, market, and monetize everything from simple pancake breakfasts to complex marathons.

Our online registration software bridges the gap between event organizers and event goers, giving the global events ecosystem a better solution to event planning and event discovery.

Events.com provides a solution for events that solve for the three main pillars of event production: marketing, participant management, and sponsorship. Through our tools, we help events get more people through the gates, manage the participant journey from start to finish, and build additional revenue streams.

How many employees does your company have?

Events.com employs over 50 team members across offices located in San Diego and Ottawa.

How has your company grown over the years?

Innovation at events.com is driven by our very best customers. They challenge us to deliver best in class technology and

integrations to remain competitive in a fiercely competitive event market.

What areas do you serve with your product/service?

Events.com serves the local, regional, national, and international areas.

What new or improved product/service do you have to offer that IFEA audiences need to know about?

Robust registration / ticketing platform coupled with sponsorship automation technology and supplemental digital marketing agency capabilities focused on conversions – not just impressions.

What sets your product/service apart from your competitors?

Events.com takes a doesn't stake claim to participant data, nor do we cross-market other events to your participant list. We also take a holistic approach to event technology by solving for the 'trifecta' of event management needs (participant management, marketing, and sponsorship).

How many festivals and events do you work with on an annual basis?

Events.com works with hundreds of event organizers who operate tens of

thousands of events worldwide. We power many of the greatest events on the planet, with a 95% retention rate!

What advice would you offer to festivals and events searching for your type of product/service?

Look for a partner who can deliver a robust, end-to-end solution. This way, they do the bulk of the heavy lifting and busy work so that you (the event producer) are able to refocus efforts and resources back to producing a successful event.

What is your customer service philosophy?

Events.com helps organizers realize the full potential of their event through industry leading best practices delivered through a customer success approach. We act as an extension of an events' team to ensure that they are able to utilize our technology to its full potential.

CONTACT INFORMATION

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