

THE ISLAND NOW TAKES ADVANTAGE OF CONSUMERS' LOVE OF SELF-SERVICE TO AUTOMATE THEIR EVENT CALENDAR AND DRIVE NEW REVENUE

Monetizing event listings is something that publications have historically struggled with. It's a newspapers' duty to provide coverage on events around town, which has led to plenty of free event promotion.

Evvnt makes event monetization easy. Services include:

- Online event calendar with reverse publishing to print and voice
- Event syndication to top listing sites around the web
- Sales and Editor CMS
- Automated email marketing

Steven Blank, President and Publisher of Blank Slate Media, operator of theislandnow.com, has been in the media business all his life. He signed The Island Now up for Evvnt at the end of 2018 and really began monetizing the event services in January 2019.

Blank said, "Before we started using Evvnt, we had no direct way of getting revenue through events. We were doing all the work to create a print calendar and seeing no revenue from that effort.

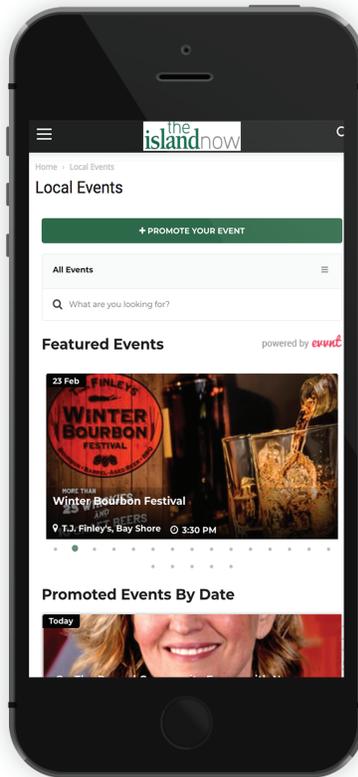
However, people are used to conducting business online, and there is an opportunity for media companies to take advantage of this self-serve

functionality to gain an additional revenue source. Now other people do the work and submit their own events, and we just reverse publish them to print and make revenue from it.

We saw this online-only interaction work with subscriptions and classifieds, and now we're seeing it work with events too. Some people prefer to only use self serve so we're providing something that people really want."

The best part? The calendar from Evvnt has improved The Island Now's print calendar quality.

"The calendar being produced now through Evvnt's technology is far superior from a graphics and automation standpoint than what we had before. The reverse publishing to print is more dynamic, attractive, professional and easier to use than what we had before, and it's generating revenue that we wouldn't have had otherwise.



In the past, we didn't list our events online at all because we didn't have an automated solution to go from digital to print. This is the first time we've had an online calendar and it's helped drive traffic to our website and helped us bundle our print and digital services."

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Introduction of new products creates a neverending list of overwhelming products for newspaper sales reps to sell to their clients. Account execs can be gun shy of these products and fear they'll take away from other revenue streams that are working. The Island Now has not found this to be the case at all with Evvnt.

"We've seen the event calendar opens up many more doors for us from a sales perspective. There are dozens and dozens of people who we're speaking with now that we haven't had the opportunity to meet before. We're building relationships with new clients because can offer a product our competitors don't have, and we can sell it along with our packages like print products, email blasts and digital.

There are people out there who in the past just saw us as a newspaper. Now we're building new relationships with clients who will allocate their marketing fund towards us. It even gives us the opportunity to sell print ads to clients who might not have entertained the idea of buying print before. Bundling print with events has allowed us to increase revenue for both products.

The screenshot shows the Evvnt calendar interface. At the top, it says "Calendar" in a large, stylized font, followed by the tagline "The best place to promote your events online and in print." Below this, there are several event listings for different days of the week, such as "Mon 2/11", "Tue 2/12", "Wed 2/13", "Thu 2/14", "Fri 2/15", and "Sat 2/16". Each listing includes an event title, time, location, and price. For example, on Monday 2/11, there is a basketball game between Butler Bulldogs and St. John's Red Storm. On Friday 2/15, there is a "Three Dog Night" concert. The website also features a "Featured" section and a "To List Your Event Online and in Print" call to action.

Evvnt's service fulfills a need in the marketplace that we didn't even know was there. We've had people buy event marketing online had have great success selling the sponsorship page of the print calendar. For example, two reps went out the other day and immediately sold the sponsorship page to two client for 26-week runs!

The additional online revenue source is great; it's more money with minimal labor attached to that. What more could you ask for? Once you can show them the benefits and value, it becomes a powerful engine."

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