

## **amiando ViralTickets – viral marketing for events with Europe’s leading tool for online event organisation.**

Munich, 17/07/2008. With ViralTickets amiando presents a world’s first in the field of online event organisation: ViralTickets is the first event-promotion-system that combines powerful word-of-mouth marketing and recommendation management on the internet.

The ViralTickets system is easy-to-use without any extra charge: after buying tickets the participants receive a code which they can distribute to their friends and colleagues. ViralTickets offers a dual incentive: for every referred customer the participant gets a bonus and the newly referred customer receives a discount.

“With ViralTickets we enable event organisers to leverage the internet’s viral effects for their event marketing. They will sell more tickets with less marketing effort.” says Felix Haas, co-founder of amiando.

This exciting feature is part of the new version of amiando where functionality and design have been completely upgraded. The user is greeted personally by a host presenting the available online tools. Using amiando event organisers create individual event websites for free and manage their online communication. Individual designs, optional info pages and a large variety of modules, e.g. Flickr pictures, YouTube videos or convenient survey modules, offer almost endless possibilities to adapt design and functionality according to the needs of each event organiser.

### **amiando**

amiando is Europe's leading event organisation platform and makes professional event organisation easy. It offers online-based tools for invitation management, ticketing and community building for every kind of event. All tools are easy-to-use and have a convenient pay-as-you-go pricing.

amiando’s award-winning tools are being used throughout Europe, US and Asia for organising more than 50,000 events. Thousands of organisers worldwide are choosing amiando to manage their events online. amiando, a Red Herring 100 Europe 2008 Winner, is backed by renowned venture capital companies Wellington Partners and Adinvest, as well as a network of well-known international business angels like Lukasz Gadowski and Stefan Glaenzer (last.fm).

### **Contact**

Dennis von Ferenczy

Phone: +49.(0)89. 452160-363

Telefax: +49.(0)89. 452160-361

Mail: dennis.ferenczy@amiando.com

[www.amiando.com/press](http://www.amiando.com/press)