

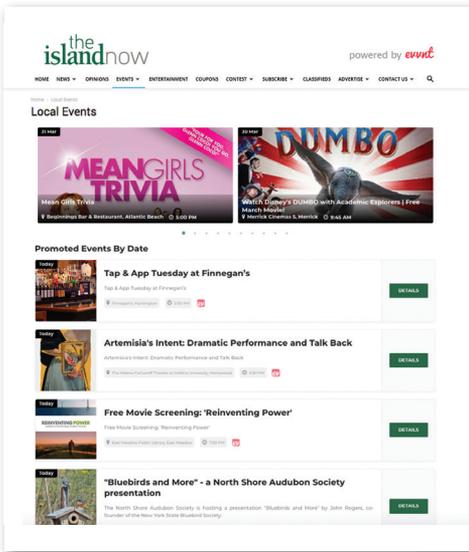
# Automated "Self-Serve" Event Calendar Drives New Print & Online Business

## THE ISLAND NOW NASSAU COUNTY, NY

Managing and monetizing event listings has never been easier for The Island Now. Organizing, producing and generating revenue through a print event calendar was a perpetual challenge for the publication until they began using Evvnt at the end of 2018. By January 2019, The Island Now was easily monetizing their event listings with Evvnt's automated online system by inviting marketers to submit their own events to the platform free of charge; promoting a variety of easy-to-implement print, digital and voice upsell opportunities; and automatically reverse-publishing the content to a dynamic and attractive, ready-to-run print calendar.

The Island Now's reinvented role as the local go-to event resource is both a hit with local readers and a door to new sales opportunities. Reports Steven Blank, President and Publisher of Blank Slate Media, operator of theislandnow.com, "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 we 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."

In addition to providing publications with an online event calendar platform that reverse-publishes to print and voice, Evvnt provides a user-friendly CMS for both sales teams and editors, as well as automated email marketing. Participating event marketers receive free syndication to top event listing sites around the web, giving them added incentive to submit events, and giving publications an opportunity to provide them with valuable print upsell opportunities.



Invite event marketers to post free listings to your online calendar, offer them valuable upsell opportunities, then easily reverse-publish content to a print calendar!

*"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 and have had 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 clients for 26-week runs!"*

Steven Blank, President and Publisher, Blank Slate Media

To learn more about monetizing your event advertising and making your publication the epicenter of local events and entertainment, email [partners@evvnt.com](mailto:partners@evvnt.com).