**Vendini Launches Brand Engagement Solution to Enhance Relationship between Fans and Events**

***Maximize revenue and brand with enhanced email, checkout processes***

**SAN FRANCISCO- September 5, 2018** - Vendini, the company that makes the business of live events simple, today announced the launch of a new brand engagement solution designed to enhance the patron brand experience and increase event revenue. This new solution is part of Vendini’s all-in-one event management platform.

“Vendini has always been about delivering white label solutions to our members,” said Keith Goldberg, Chief Revenue Officer at Vendini. “Our brand engagement solution continues enhancing our members brand from the first touch through the entire purchase process.”

With more than 15 years of experience in event management technology, Vendini understands the opportunities that exist to amplify the brand experience for patrons and increase average cart revenue. The new solution allows:

* **Improved Brand Identity -** Carry your brand experience through all customer engagements. Keep your brand center stage and build loyal patrons with a consistent look and feel throughout the purchase process.
* **Better Marketing -** Segment your audience to break through the noise and reach those who need to know. Develop and send emails with your branding in minutes with intuitive drag and drop functionality.
* **Increase Revenue -** Drive urgency to buy early with smart pricing and get the most for your last tickets. Implement ticket tiers based on time leading up to the event and quantity of tickets sold.
* **Sell More -** You know your audience, become a tastemaker and suggest events you know they’ll love. Increase your revenue per transaction by advertising additional events before or after purchase.

"Vendini's new solution delivers a modern, clean and crisp look and feel for our patrons," said Justin Gill, Manager of Stadium Operations, Infinity Park Glendale. "The ability to customize the ticketing page to match our brand makes it feel less like a click-through page and more like part of the overall experience."

**About Vendini**At Vendini, our mission is to make the business of live events simple with a complete event management platform that protects the customer’s brand. We designed our all-in-one system to help venues and promoters easily market to fans, manage logistics and ultimately sell more tickets for the highest possible revenue. Vendini customers include Artisan Center Theater, Beachclub, Birthplace of Country Music, Duluth Playhouse, Gotham Comedy Club, New City Gas, the Triad Theatre, and thousands more. Vendini is based in San Francisco, CA, with offices in Petaluma, CA; Los Angeles, CA; Boston, MA; New York, NY; Knoxville, TN; Montreal, QC, and Gualdo Tadino, Italy.

To learn more about what the Vendini solution can do for your live event organization, please visit: <http://www.vendini.com/>

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