Press Release

Eventible Hosts Webinar On, 'The Psychology Behind Effective Event Marketing'

Wednesday, 11th November, 2021: Eventible is hosting a webinar on, 'The Psychology Behind Effective Event Marketing,' on the **11th of November 2021 at 11 am PST**.

To access the event, you can register here

https://app.livestorm.co/eventible/the-psychology-behind-effective-event-marketing

The webinar presents you with science-based secrets used by 93% of event professionals for the promotion of events. You've probably lived through a time of intense change, especially with the way events have been conducted. The pandemic, for instance, saw a swing in the way in person events leaned towards virtual events. And now, we are back to the in-person and hybrid format.

The webinar helps you arm yourself with the tools and know-how to understanding your audience and their needs. The fireside chat is being hosted by Ankush Gupta, Founder at Eventible.com - The TripAdvisor for Events, and Victoria Matey, Co-Founder at Matey Events.

The exchange is one between two experienced marketers who provide a framework to understanding audiences better via the application of behavioral science.

Keep it simple - is the only mantra you need to believe in.

The bios of our speakers:

Victoria Matey, Co-Founder at Matey Events

Victoria is an event planner turned event consultant, author, speaker, and content creator. Her specialty, and what we will be learning about today, is the application of scientific findings on human behavior and psychology to event design.

Your host and co-guest:

Ankush Gupta, Founder at Eventible.com - The TripAdvisor for Events

Ankush is a marketer with over 20 years of experience with global companies like the TATA Group and MPhasis. He is a pioneer in the space of B2B Media, having been nominated for a Digiday award for Publisher of the Year. Currently he is founder at Eventible.com - a platform designed from the ground up to help event profs get the word out and use the power of social proof to accelerate their event brands.

For press inquiries, please contact:

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