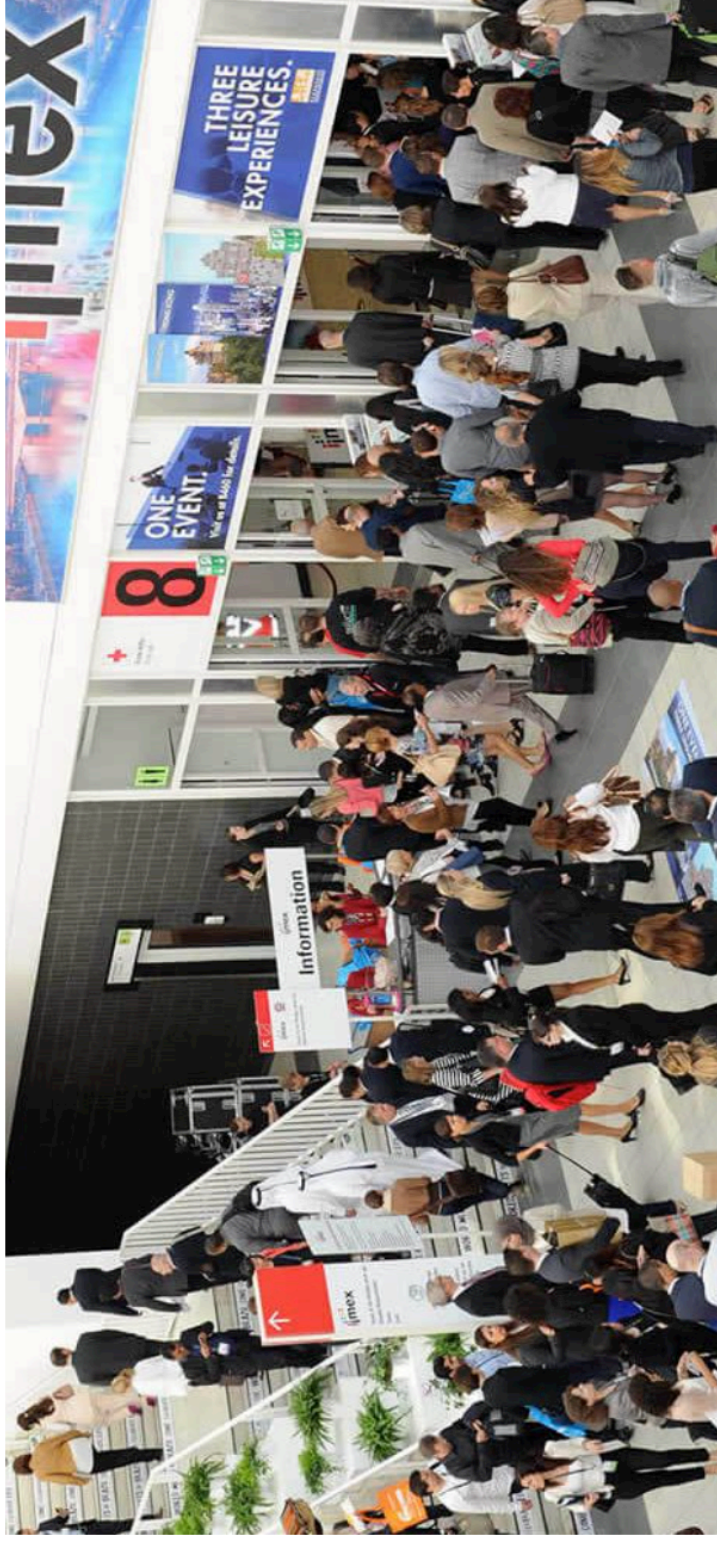


Zenvoy successfully helping IMEX attendees to make most of networking – in advance



Zenvoy, the new intelligent 1-on-1 business introduction service for professionals, groups & events has generated a highly positive response from buyers who took part in IMEX America from 18-20 October.

Over a thousand buyers registered and completed profiles to enable the Zenvoy software to match and suggest to them others with similar interests and attributes. These have resulted in nearly 2000 introductions so far between buyers arranging to meet like-minded peers at the show.

Carina Bauer, CEO of the IMEX Group commented: "Making new contacts is an essential element of IMEX America for many buyers. We introduced Zenvoy as an innovation in response to request from buyers who wanted help in meeting others with who they have most in common. We're happy with the outcome.

"The level of take-up has exceeded our expectations and, overall, Zenvoy is proving to be a successful innovation." Leo Gestetner, Co-Founder and CEO of Zenvoy commented: "Zenvoy is helping buyers to network more effectively, to reduce the uncertainty of meeting like-minded individuals. It is not only enabling them to make the most of the networking opportunities at IMEX, it is also allowing them to see how it could make a valuable contribution to their own conferences and meetings."

www.zenvoy.com/imex

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