Press release

Eventmachine and apaleo partner to provide best-in-class event sales automation

While the vast majority of on-site events are cancelled, postponed or put on hold at the moment, hotels and venues will face a flood of inquiries when the event market picks up again. To ensure the best restart possible, properties need to be able respond to inquiries instantly. Eventmachine and apaleo join forces to provide properties with best-in-class tools to automate MICE sales processes.

A huge number of B2B meetings and private parties or weddings will be quoted during the coming months. The providers who manage to automate with fast, error-free and seamlessly-integrated systems will win the business.

"Hoteliers who automate now will rock their restart!" Florian Zelfel, CEO of Eventmachine explains. "They will not only benefit from their `first-responder advantage`, but also be able to realize more sales with fewer staff hours." Efficiency will be the key to secure market share, especially during the highly competitive hospitality restart.

"With apaleo's open cloud platform, hoteliers can eliminate manual and repetitive tasks so staff members can focus on providing an excellent guest experience." Philip von Ditfurth, CEO of apaleo adds. "We work together with our app partners to provide properties with best-in-class hospitality solutions for building agile businesses that can be operated with reduced staff hours."

Once life gets back to normal, companies and private clients alike will try to reserve dates. By connecting Eventmachine's and apaleo's platforms, hotels and venues can improve internal workflows, reduce errors and increase efficiency through automation.

apaleo and Eventmachine clients can link their systems with one click and use the integration free of any costs. Also a free demo is available on Eventmachine's website. There hotels and venues can test an apaleo-integrated event configurator.

About EVENTMACHINE

Eventmachine provides cloud software for online event planning and automated quoting. Eventmachine's MICE tools are seamlessly embedded in the providers' own websites. Hotels and venues save time, prevent errors and maximize MICE revenue.

Website: www.eventmachine.xyz/en
Eventmachine & apaleo: www.eventmachine.xyz/en/integrations/apaleo
Telephone: +49 (0)40 386 29 000
Email: service@eventmachine.xyz

About apaleo

apaleo is the cloud platform to help build agile accommodation businesses. All types of properties - from serviced apartments to hotel chains - rely on apaleo's APIs and community to create digital experiences for their guests and staff. Instantly connect the leading hospitality apps to the apaleo interface or use open APIs for unlimited customization possibilities.

Website: www.apaleo.com
apaleo store: store.apaleo.com/eventmachine

Telephone:	+49 (0)170 738 7568
Email:	press@apaleo.com

Press contact

Florian Zelfel
EVENTMACHINE
Paul-Nevermann-Platz 5
22765 Hamburg
Germany

Telephone:	+49 (0)40 386 29 000
Email:	service@eventmachine.xyz