



Case Study

Twitter uses amiando

How to coordinate 200 concurrent events around the globe?



charity: water



„Whoa, global ticket sales are going nuts right now! Organizers, if you don't have your amiando account set up: The amiando team has been brilliant with Twestival!“

(Amanda Rose, Twestival Global Organizer)

Challenges

- How to coordinate 200 events around the globe at the same time?
- How to receive donations and sponsorings for a charity worldwide?
- How to keep an eye on more than 200 events and their revenues?

Solution

- Twitter volunteers set up 202 ticket sales on the amiando platform
- amiando automates worldwide payment and invoice handling
- The global organizer and each member of the organizing committee receive administration rights

Success

- The worldwide event series can be coordinated by a single person
- More than 250,000 US\$ of donations have been raised within a few days
- Using amiando promotion tools, the Twestivals gained more than 10,000 donors in no time

Twestival

Date:	12th February 2009
Venue:	202 cities worldwide, from Amsterdam to Wilmington
Type of event:	Charity event for the benefit of charity:water
Website:	http://twestival.com/



About the Twestival

The Twestival (www.twestival.com) is a worldwide series of charity events that took place in over 200 cities in Europe, Asia and America simultaneously. Coordinated by Amanda Rose, all events were organized locally by Twitter fans worldwide.

The worldwide ticket sales were promoted using the amiando viral marketing tools within Twitter. 100% of the donations went directly to the project charity:water, which attends to well digging in African countries. So far more than 650,000 people have been provided with clean water thanks to charity:water.

Fundraising 2.0

The Twitter community was committed to raising as many donations as possible for the project charity:water to build wells in developing countries on the African continent. The raise was organized in the traditional Twitter way - online. Thanks to the online event organization with amiando, it was possible for Twitter fans around the world to buy tickets and make a donation comfortably from their home for the Twestival in their city. Out of the 250,000 US\$ raised in total a very significant portion has been raised through amiando and handed over to charity:water.

The possibility to set up an event website with integrated ticket sales quickly and most of all easily enough to do it yourself is one of the unique advantages of amiando. All aspects of the event website, attendee registration, ticket payments and invoicing are always accessible online. The "self-service" concept allows to set up your own online ticket sales within 15 minutes and to start your sales immediately. That's how all the Twitter fans could set up and manage their events without any programming knowledge.

Focussing on what matters most

In order to make coordination of all the concurrent Twestival events as easy as possible, the organizers were looking for an online service that would take away most of the time-consuming tasks of event organization from them. The possibility to pay online and particularly the availability of payments via credit card were a must for this global event series. With amiando, the Twitter community found a reliable partner who took charge of the whole payment system, invoicing and ticket shipping for the Twestivals. This way, the organizers - lead by global coordinator Amanda Rose - were able to save both time and energy and focus on the most important: attract attention to the event and rally more Twitter fans to the good cause.

Always up-to-date

How much money has already been raised? Which city currently sells best? How many tickets are still available for the London Twestival? The answers to all these questions were always at the organizers' fingertips in the amiando administration panel. Indeed, another advantage of the online event organization system is information and reports that are constantly up-to-date. This led to completely new possibilities regarding innovative marketing approaches, detailed planning and quick decisions. Let's consider for example the London Twestival, where the 250 available tickets had been sold out in only 45 minutes: the organizers were able to see this in time and add an extra contingent of available tickets just 5 minutes later. This way more than 700 participants were able to enjoy the event.

Summary

Amanda Rose was thrilled about the success of the Twestival, to which amiando was glad to contribute with its online solution. The success of the event series and the sum of donations by far exceeded the expected numbers.

Contact:

amiando AG	Tel:	+49 89.5 52 73 58-0
Tumblingerstr. 23	Fax:	+49 89.5 52 73 58-10
80337 Munich	Mail:	contact@amiando.com
Germany	Web:	www.amiando.com

amiando 
event registration & ticketing

About amiando: amiando is Europe's leading event organization platform for professional event organization. amiando offers online-based tools for invitation management, ticketing and community building for every kind of events. All tools are easy-to-use and have a convenient pay-as-you-go pricing. amiando's award-winning tools are being used worldwide to organize more than 50,000 events. amiando, a Red Herring 100 Europe 2008 Winner, is backed by renowned venture capital companies..