



## Press release

### Eventmachine Rolls Out Referral Program to Enhance Automation in Hospitality

Eventmachine, provider of automated event planning solutions, is pleased to announce the launch of its new Referral Program. This initiative aims to expand the adoption of event automation tools within the hospitality industry by partnering with consultants, agencies, and other stakeholders.

The introduction of the Referral Program comes at a pivotal time as the hospitality sector increasingly seeks efficient solutions to streamline operations and enhance client experiences. By collaborating with referral partners, Eventmachine endeavors to make its advanced event configurators more accessible to hotels and venues aiming to automate their event planning and quoting processes.

#### Benefits for Referral Partners and the Hospitality Industry

Referral partners participating in the program will have the opportunity to offer their clients a state-of-the-art tool that automates event planning, quoting, and execution. This not only adds value to their service offerings and positions them as innovators in the industry, but also enables them to play a key role in contributing to a movement that benefits the entire industry - helping hotels and venues save time, reduce errors, and maximize revenue through efficient and accurate event management.

#### Program Overview

The Referral Program is designed for consultants, agencies, and industry multipliers who are connected to hotels and venues seeking automation solutions. Partners will receive comprehensive support, including training, to effectively introduce Eventmachine's configurators to their clients. The program offers a straightforward process: partners refer potential clients, and upon successful implementation, they receive a commission in appreciation for their collaboration.

#### Early Success: opensmjle Agency

Opensmjle, a digital marketing agency specializing in the hospitality sector, is among the first to join Eventmachine's Referral Program. By integrating Eventmachine's solutions into their service portfolio, opensmjle enhances their ability to offer clients innovative tools that streamline event management. This collaboration not only broadens opensmjle's service offerings but also provides their clients with cutting-edge solutions to improve operational efficiency.

Cláudia Lourenço, Partner Manager at opensmjle, expressed enthusiasm about the partnership: "Joining Eventmachine's Referral Program allows us to provide our clients with top-tier automation tools that significantly enhance their event planning processes. We are excited about the value this brings to our clients and the potential for them to offer smoother, stress-free event sales."

For more information about Eventmachine's Referral Program, please visit:  
[www.eventmachine.xyz/en/blog/introducing-eventmachines-new-referral-program/](http://www.eventmachine.xyz/en/blog/introducing-eventmachines-new-referral-program/)

#### About EVENTMACHINE

Eventmachine provides cloud software for online event planning and automated quoting. Designed to automate and simplify sales processes, Eventmachine's solutions help hotels and venues save time, prevent errors and maximize MICE revenue. Seamlessly integrated into hotels' and venues' websites and tech stacks, the configurators offer instant, error-free event quotes and support efficient event execution.



# EVENT MACHINE

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## About opensmjle

Opensmjle is a digital marketing agency dedicated to the hospitality industry. Specializing in online marketing, tech stack optimization, and hotel website development, opensmjle provides comprehensive solutions to enhance the digital presence and operational efficiency of hotels and venues. Their Customer Success Team offers flexible and specialized support, acting as an extension of clients' teams to achieve their marketing and technological goals.

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