

## **BeaconLive and Real Magnet Launch Hybrid Email, Registration, Online Conferencing Application**

**FOR IMMEDIATE RELEASE:**

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Melrose, Ma - BeaconLive, a leader in audio conferencing and web conferencing services, has joined forces with email service provider Real Magnet to create a joint offering that bundles premium email marketing, event registration, and audio and web conferencing services into one integrated platform. The joint solution allows event marketers to manage the full life cycle of their audio and web conferences from one platform.

“Event marketers struggle with a wide range of manual processes making their conferences unwieldy to manage and often times less profitable than they should be,” Real Magnet CEO Tom Pines said. “We’ve automated many of these processes to make event marketers more effective in what they do.”

Pines also pointed out that customers benefit from having mission-critical event messages, such as confirmation and reminder emails, managed by a service provider with expertise in email deliverability.

Customers use the Real Magnet platform to promote the conference and to create its registration website. When creating the registration site, the event is automatically scheduled on the BeaconLive platform via an API. As recipients of the promotional emails click to the registration site and register, they’re automatically registered for the BeaconLive online conference. Importantly, BeaconLive presents each registrant’s unique conference access credentials on their registration confirmation page and in the automated confirmation and reminder emails. This seamless integration eliminates the burdensome tasks of having to continuously update the conference provider with new registrant lists and of manually distributing access credentials to registrants.

“As experts in online events, our companies realized that integrating our services could bring greater value to our shared customers,” said John Duplin, CEO, BeaconLive. “By integrating the invitation and registration process with setting up online conferences, we’re eliminating many common headaches that event managers deal with every day.” The integrated solution is available immediately.

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