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etouches Powers the 2012 FRESH Conference

Award-Winning Event Management Software Selected as Platform of Choice for New Conference



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NORWALK, Conn., Jan. 16, 2012 /PRNewswire-iReach/ -- etouches ([www.etouches.com](http://www.etouches.com)) is pleased to announce that it has successfully served as the event planning, registration and communication platform for the new [FRESH Conference](#) that debuts this week in Copenhagen, Denmark.

(Photo: <http://photos.prnewswire.com/prnh/20120116/CG36054>)

Spearheaded by event visionary, [Maarten Vanneste](#), President of [Meeting Support Institute](#), the FRESH Conference was conceived in 2011 as a "new conference to focus on meeting architecture". An [international team of event professionals](#) was quickly formed to collaborate on both the agenda, format and speakers for the new event. Starting with the venue, the FRESH Conference team worked together for months on end to craft an event that would provide a new experience for attendees.

The FRESH Conference team approached etouches early in the process as the event technology provider of choice. The FRESH philosophy perfectly matched the innovative approach of the etouches' product line and it was quickly decided that etouches would be the exclusive provider of event planning, management, registration and communication tools for the 2012 FRESH Conference and beyond.

"We were delighted that the FRESH team viewed us as the breakthrough technology that would best support their event concept," stated [Leonora Valvo](#), visionary and CEO of etouches. "We've worked together with the international team and are proud to partner with such a renowned group of event professionals. I'm delighted that we are seeing the formation of a global voice calling for new thinking in the event industry; it's time that we re-think what we've always held as absolute event truths."

As a show of commitment to the FRESH Conference and the importance of trying new approaches in event design, Leonora Valvo will travel to Copenhagen to attend and speak at the conference. "I think it's important that the event industry understands that this is not just a European event; this is a global event held in Europe and calling all event professionals who are future-oriented to attend face-to-face or virtually." Ms. Valvo continued by stating, "My hope is that those that couldn't attend in person this year, will instead attend virtually and then make the commitment to join us in person in 2013."

#### **About The FRESH Conference**

FRESH is a two-day conference that refreshes conferences, meetings and events and increases their effectiveness. By introducing and demonstrating the latest tools and knowledge we provide meeting planners, meeting designers and meeting owners with applicable improvement. All presentations, room

layouts, the venue, the staging, the processes, the food... everything is new or innovative or at least interesting enough to investigate.

For more information, visit [www.thefreshconference.com](http://www.thefreshconference.com) or follow on twitter: [@freshconference](https://twitter.com/freshconference) or [#fresh12](https://twitter.com/fresh12).

### **About etouches**

[etches](http://www.etches.com) develops web-based event management software that is offered as software-as-a-service (SaaS). Ideal for organizations that hold any type of virtual or face-to-face event as part of their customer relationship or internal training strategy, the etouches product line can be used by organizations of all sizes and types. Designed for non-technical individuals, the etouches product line allows you to plan, market, manage and better evaluate your events.

The multilingual, multicurrency software offers budgeting, project management, scheduling, registration, speaker/exhibitor/sponsor management, lead retrieval, event websites, seating, surveying, email marketing, venue selection, booth purchasing, social networking and mobile applications.

Organizations choose etouches for its ease-of-use, unlimited flexibility in the options, registration process workflow, and look/feel of resulting event registration websites that can be changed instantly through point-and-click configuration. The product line offers built-in tools for custom reporting, data import/export, and a full API to make integrations with other software systems as easy as possible. Using the full product line enables organizations to practice spend management and measure the return on investment of their event portfolio.

With offices in the United States, Sweden, United Kingdom and Australia, etouches is offered direct and through a growing channel of value-added reseller (VAR) partners. etouches serves a global customer base that includes corporations, nonprofits, associations, and educational institutions. etouches has won many awards including the 2010 Technology of the Year by the Trade Show News Network and was named one of the 50 Fastest Growing Service Companies by INC. magazine.

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