



EMAIL NEWS RELEASE

CONTACT INFORMATION:

Jim Forlenza

Jim@CobaltEventStudios.com

301.641.5079

FOR IMMEDIATE RELEASE

Cobalt Event StudiosSM and Bear Analytics Announce New Partnership

Partnership offers organizations more powerful analytical review of event data and processes

FREDERICK, MARYLAND -- Cobalt Event Studios LLC, a progressive event solutions agency improving organizational revenue and performance, enthusiastically announces a strategic partnership with Bear Analytics, the leading event analytics software company. The collaboration between the two forward thinking groups helps empower organizers to better leverage their data and optimize its use as a valuable asset, to help grow events and revenue.

As a contemporary solution for event organizers looking to leverage, monetize, and optimize their event data and technology while increasing revenue, Cobalt Event Studios is building an industry leading partner network that empowers event organizers to utilize best-in-class solutions for their data, technology, marketing and planning needs. The partnership with Bear Analytics further allows organizers to have valuable and affordable turnkey intelligence and opportunities to ensure their event and marketing teams maximize their full capabilities of data science to grow their events.

Bear Analytics flagship product, Bear IQ, is an advanced analytics platform designed specifically for event organizers. Bear IQ enables event professionals to access their event intelligence seamlessly, empowering them to make real-time data-driven decisions across their event portfolio.

“We are excited to team-up with Bear Analytics,” said Wayne Crawford, Co-Founder, Cobalt Event Studios. “Bear Analytics product, Bear IQ, commitment to cutting-edge tech

performance, and insights into the event industry, fits hand-in-glove with our commitment to helping organizers make better and more informative decisions around their data and then using that data to leverage event and revenue growth.”

“We are delighted to announce our collaboration with Cobalt Event Studios,” said Joe Colangelo, Founder of Bear Analytics. “Wayne and Jim are building something unique with their solution for the events industry. Like Bear Analytics, their belief in, and comprehension of, data-centric intelligence, event technology, and using both to improve event performance is at the forefront of where the events industry is moving. Cobalt’s positioning aligns with Bear’s goal of getting more actionable intelligence in the hands of event organizers.”

About Cobalt Event Studios

A solutions agency for the events industry, we help organizations leverage, monetize, and optimize their event data and technology while increasing revenue and team performance. To learn more about Cobalt Event Studios, please visit www.CobaltEventStudios.com, or find us on LinkedIn at www.linkedin.com/company/cobalt-events-studios/

Contact: Wayne Crawford, Co-Founder, Wayne@CobaltEventStudios.com.

About Bear Analytics

Bear Analytics empowers the events industry to be more data-driven. Our founding team of event professionals build tools for the world’s leading events to address the pain points of quantifying attendee engagement, audience composition, and growing revenue. Bear IQ is the industry-leading event analytics platform for live, hybrid and virtual events. These include clients such as the National Association of Home Builders, National Confectioners Associations, and RE+ Events. Learn more at www.bearanalytics.com

Contact: Joe Colangelo, Founder, Bear Analytics, Joe@BearAnalytics.com

###