

## **PRESS RELEASE**

### **For immediate release**

**“SoolNua to help Trippus go global”**

Trippus, the Swedish based on-line registration system for events, has established a partnership with global Meetings & Events Consultancy, SoolNua to take its suite of on-line meeting and event solutions global. Under the terms of the partnership SoolNua will help Trippus to formulate and refine its strategy for global market entry while utilising Ireland for pilot testing and market research.

“Trippus has been growing organically in the Nordic countries over the past 10 years helping conference, meeting and event organisers do their jobs better, faster and cheaper. We have now developed a full suite of on-line products for meetings and events which we licence as both partial and holistic solutions. Our business model is working and the time has now come to take Trippus beyond Scandinavia. We’re delighted to have SoolNua on board to help us with that”, said Martin Klöfver, CEO of Trippus.

“There’s an exciting and creative start-up ecosystem developing around meetings and events with new platforms and apps arriving every day. We especially like Trippus because it integrates so much functionality across a single platform yet allows clients to licence each individual module separately. Its practical use of both SMS and web-based communications ensures there are never any issues with WiFi”, Sarah Kavanagh, Manager, Sales & Marketing at SoolNua commented.

SoolNua will undertake market research and pilot testing with a range of corporations and associations in Ireland who organise small and large meetings before formulating a strategic plan to take Trippus globally.

ENDS

#### **For further details contact:**

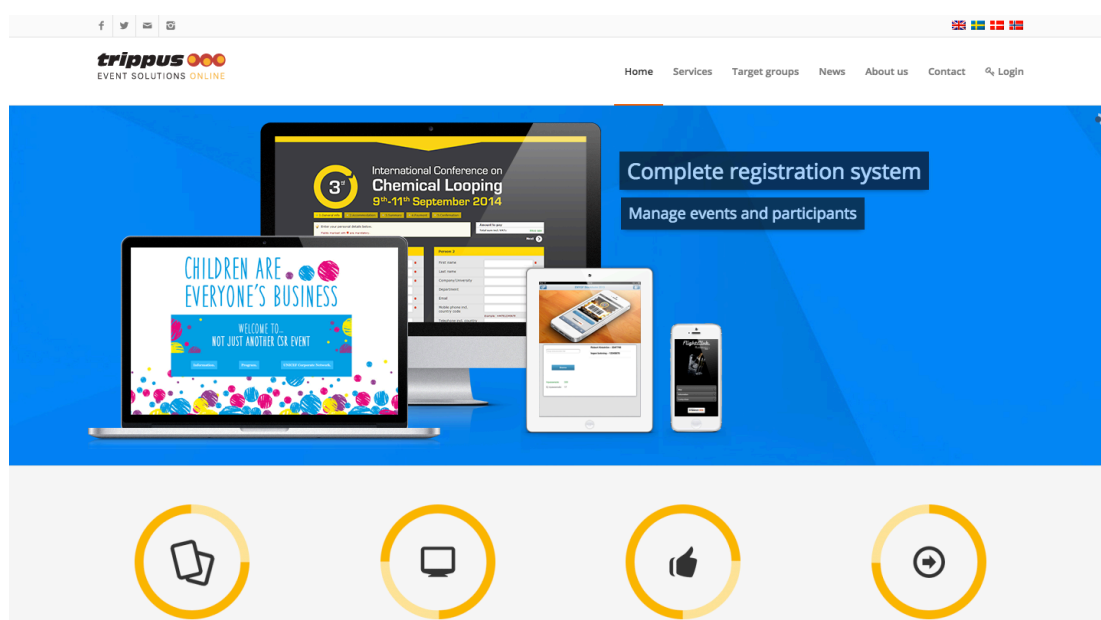
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## About SoolNua

Formed in 2014 by Patrick Delaney and Pádraic Gilligan, formerly of MCI Group and Ovation Global DMC, SoolNua offers expert advice and consultancy on branding, strategy and marketing for Business Tourism and MICE to destinations, venues and hotels.

## About Trippus

Trippus is Scandinavia's leading supplier of web and mobile based registration and interaction solutions for the events and meetings industry. The product enables organizers of events, conferences and trade shows to manage event logistics and participant interaction before, during and after their events.



Sarah Kavanagh  
SoolNua