**Referanza news: Microsoft Techdays**

Artexis is part of Artexis Easyfairs Group, a venues and events company that makes life easier. Artexis Easyfairs aims to benefit communities, boost local economies and provide businesses and individuals the tools and knowledge needed to face the future with confidence.

TechDays is Microsoft’s largest conference in Sweden for IT-professionals. During 2 intence days, over 100 speakers, sessions and 50+ exhibitors provide the latest in IT for attendees, partners and customers.

For Microsoft Techdays; Referanza had the opportunity and pleasure to assist Artexis and Microsoft in driving ticket sales using social ambassadors. The concept and end result was based on scanning, identifying and activating potential influencers and social ambassadors within the existing base of previous attendees.

Joakim Turesson, Referanza CEO tells the story:

* *“We are proud and happy to be a part of the Microsoft Techdays event. For us this was a real challenge in driving proof of concept when it comes to using our platform myReferanza in the event business. We clearly found that the event was appreciated by many so the great results were driven by happy fans, customers and previous attendees. In order to drive results using our platform and methodology, Customer Experience is key and Techdays is in the forefront of just that! ”*

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**About Referanza:**

Referanza, a Swedish tech startup based in Stockholm, disrupts the way we look at advertising by using stories produced by actual consumers. By using the myReferanza SaaS, seamlessly converting happy customers and consumers to become social storytellers, great companies gain earned marketing, reputation and word-of-mouth advertising.