**Acorn celebrates 25 years of excellence with the use of Pokens**

**Singapore, 29 Nov 2011 –** Acorn Marketing & Research Consultants, the largest true Asian research network celebrated their 25th Anniversary on 19th November, 2011 at its Singapore office. The event highlighted Acorn’s strong relationship with their clients, with the event tagline, Thinking with you since 1985. Acorn has selected Poken Island as the networking partner for Acorn’s 25th Anniversary celebration event.

The event kicked off with an open networking cocktail session. Upon arrival, clients were given a pokenSPARK, branded with the Acorn logo to exchange contact details with one another. They were excited about their pokens and started networking with one another immediately.

“This is a great device! Now I don’t have to collect business cards anymore” – a client at the event

Acorn has also successfully created a environment friendly networking event as clients are no longer exchanging business cards and using pokens to exchanging contact information.

“The Poken device is a fun and interesting way of connecting with people. It gives people a nice reason to approach each other and do a hi5. It definitely is a talking point. Our clients and staff had a blast with it. In fact our Malaysian Country Manager thinks it is a good idea to get the next generation of Poken for our anniversary in KL next year.” - Cheah Kim Lean, Founder & CEO of The Acorn Group

As a value-added service, Poken Island provided Acorn with pre-registered pokenSPARK for each client to ensure that the registration process at the event runs smoothly.

The Poken Hub which aggregates and organizes all the people, places and things that clients have collected with their Pokens is also customised with Acorn logo and banners to create a branded experience when clients log in after the event.

“Poken Island is happy to be the chosen networking partner for Acorn’s 25th Anniversary celebration event. While we are excited by the opportunity to be able to showcase the capabilities of our poken products, we believe that the level of interest shown by an organization like Acorn is evidence of the demand for innovative ways to connect with people.” – Christopher How, Marketing Manager of Poken Island

**About Poken Island**

Poken Island is the only authorised reseller of Poken in Singapore since 2009. Poken Island is a venture company specializing in new technologies that revolutionize the way people communicate & socialise. For more information, please visit our website at [www.pokenisland.com](http://www.pokenisland.com)