Global Event Platform Bevy Acquires Egypt's Eventtus, Adding Key Innovations for Virtual, Hybrid, and In-person Enterprise Events

As in-person events come back to life, Eventtus brings 10-years of event technology and experience – including an advanced mobile event app – to Bevy's end-to-end community event engine

PALO ALTO, California and CAIRO, Egypt — July 14, 2021 — [Bevy](#), the only enterprise community event engine, today announced the acquisition of [Eventtus](#). The acquisition adds more than 20 engineers to the Bevy team, including Egyptian founders [Mai Medhat](#) and [Nihal Fares](#). It also extends Bevy's event technology stack with the addition of a mobile in-person conference app, and several other engagement tools for attendees. Once integrated with Bevy's enterprise community event engine, customers will have the most comprehensive, end-to-end event management solution to manage and scale their virtual, hybrid, and in-person event programs.

"Enterprises have invested in creating connected communities for their customers, employees and partners. Events are not only an extension of these communities but also provide an important channel for driving ongoing engagement," said Derek Andersen, CEO and co-founder of Bevy. "With this acquisition, we can now further advance our leadership role in enterprise events by delivering an end-to-end white labeled event system of record that helps enterprise leaders build even stronger and more engaged communities."

Founded in 2012 by Mai Medhat, CEO, and Nihal Fares, chief product officer, Eventtus is an event management software company based in Cairo, Egypt. The Eventtus mobile app helps marketing leaders seamlessly connect the worlds of virtual and in-person events, and provides enterprises with the flexibility they need to return to in-person events, continue taking advantage of lower cost virtual events, or embrace a hybrid model.

"What's unique about Bevy is how they thread events together. They've built a powerful community event engine that helps enterprise teams create a sense of community among their customers, prospects, partners and employees. This is what all other event platforms are missing. And it's the key to unlocking global scale and growth" said Medhat.

Throughout the years, Eventtus was able to attract some of the biggest regional and global investors such as Algebra Ventures and 500 Startups, to help guide and support the company to become the leading event tech platform in the Middle East.

"At Algebra we always believed Mai and Nihal had the potential to play a role in shaping the global events tech space through eventtus," said Ziad Mokthar, Managing Partner at Algebra Ventures. "Bevy would provide a perfect home to deliver on this potential. We are very happy for both teams."

By threading community through events, attendees end up with a better experience, and businesses end up with actionable data. As customer data and privacy policies continue to change, successful marketers are shifting away from cookie based behavioural tracking and instead building communities of customers and advocates using Bevy's Community Event Engine.

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About Bevy
Founded in 2017, Bevy is the only end-to-end enterprise community event platform in the world. Purpose-built for marketing executives, community professionals and event organizers who are responsible for building communities of customers, developers and employees at large and mid-sized enterprise technology companies. Bevy can connect virtual, hybrid and in-person events across the entire enterprise event tech stack in order to give enterprise teams a full 360 view of their customers, prospects and employees and scale business results across the entire organization. Bevy was purpose-built by the team behind Startup Grind to help companies build, grow, and scale their global customer, prospect, and employee communities. With chapters in more than 500 cities and 125 countries worldwide, Startup Grind is the most connected community of startups and entrepreneurs in the world; it remains one of Bevy's many customers and its largest stakeholder. In 2019, Bevy acquired CMX, the world's largest organization of community professionals. The Bevy Virtual Community and the Bevy Virtual Conference platform address the needs of both community and event marketing professionals. For additional information, visit bevy.com.

About Eventtus
Founded in 2012, Eventtus is an event management software company based in Cairo, Egypt and Dubai, UAE. Eventtus is the leading event tech company in the Middle East and its mobile application enables event marketers and producers to host or experience virtual, hybrid and in-person events. The app includes virtual networking, virtual booths, interactive tools for live streaming sessions, real-time analytics, and an integrated ticketing and registration system. For more information visit eventtus.com.

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