



MEDIA INFORMATION

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Got Fans? InnoGames Hosts Facebook Marketing Workshop **Event gives insights into successful methods and features experts on retargeting campaigns**

Hamburg, January 27, 2014. Following [InnoGames'](#) success with marketing campaigns on Facebook, the online-game developer has teamed up with the company to host a workshop on February 17 at 6:00 p.m. The event's main purpose is to show the best methods to boost products using the social media platform. Four experts from Facebook will teach participants how to unlock a new customer base, find the perfect audience for their product and boost sales at the InnoGames headquarters. While the event is free and includes refreshments, there is a limited amount of spots. People interested in participating should register via Eventbrite at: <http://an-evening-with-facebook.eventbrite.com>.

In order to facilitate the learning process, the event will be broken up into two parts: a set of presentations and a networking opportunity. The first part will be led by Monika Nagyova, Client Partner, Console & MMO Gaming and Enno Joensson, Sales Manager EMEA - Global Marketing Solutions. They will share very exclusive insights into the most promising campaigns on Facebook through case studies from different industries. After the presentations Bob Slinn, Head of Games Partnerships, EMEA and Tarquin Henderson, Head of Gaming Sales, EMEA from Facebook will be available to answer guests' questions.

With about 150 million registered players, InnoGames is one of the world's leading developers and providers of online games. Currently, the Hamburg-based company employs over 350 professionals from 30 nations. InnoGames has scored major success with games such as [Tribal Wars](#), [Grepolis](#) and [Forge of Empires](#).

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