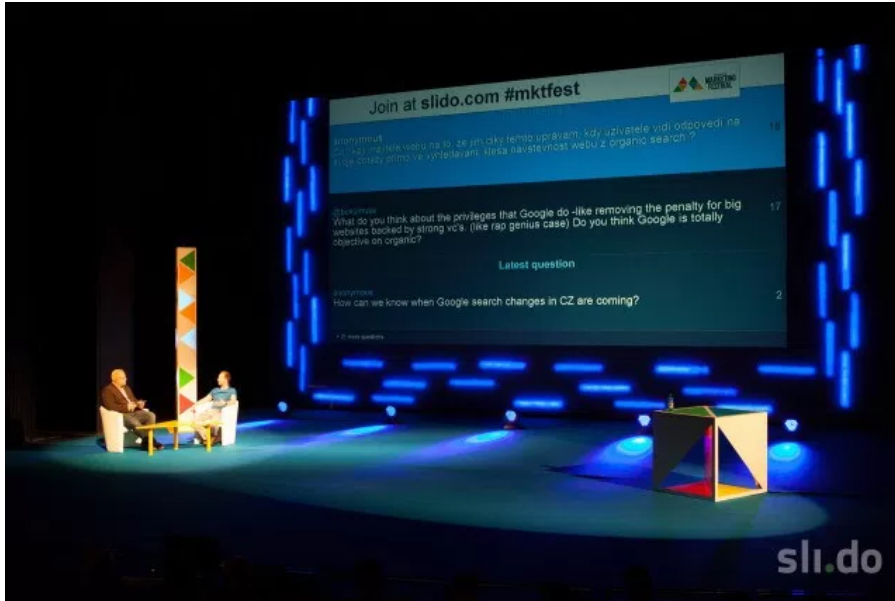


Slido hosts TEDxEastEnd founder at new event series

May 1, 2017



Audience interaction specialist Slido today announces that it will host TEDxEastEnd founder, curator and host, Maryam Pasha, at the second of its newly launched event series, Slido.Interact.



Designed to encourage audience driven content, Slido.Interact aims to build an event community with a regular, bi-monthly event, initially in London. Leveraging Slido's easy-to-use audience interaction platform, the aim of Slido.Interact is to champion conversational presenting, encouraging more audience-driven content.

The second event in the series, featuring Maryam Pasha, will take place on May 30th at The Brewery in London. Adopting a 'fireside chat' format, Maryam will share her thoughts, personal experiences and exceptional story with invited guests in an open dialogue, which will be driven by the audience.

The team at Slido decided to pursue an event series following the success of its first Slido.Interact event, held last month at the London & Partners' offices overlooking Tower Bridge. Over 30 event professionals attended a talk from special guest Ruth Mortimer, Director of Centaur Media's Festival of Marketing and Marketing Week Live.

Abi Cannons

Abi Cannons, Slido Community Manager, comments: *"We are thrilled to be welcoming Maryam to our second Slido.Interact event. Maryam's philosophy is to create experiences that go far beyond the traditional speaker-audience interaction. She has built TEDxEastEnd into a whole-day immersive event for over 1,000 people and the talks from TEDxEastEnd have been viewed online over 2 million times."*

Peter Komornik, Slido CEO, adds: *"We've witnessed time and again that when a great guest is partnered with a great facilitator that $1+1 = 3$. When the audience is also invited into that equation, the result is magnified further. It ensures that everybody gets what they need, and more, from both the event and the guests themselves. We believe that the future of presentations includes much more conversational presenting and look forward to helping event organisers successfully include this approach in their events."*

Peter Komornik, Slido CEO

