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Facebook makes it possible: calendar of events in a new dimension

What will we do this evening? Where will we go at the weekend? For people living in Pforzheim and the surrounding region, a unique new Facebook app provides answers to these questions. Together with wohin GmbH, "Pforzheimer Zeitung" presents its complete calendar of events and accompanying ticket system in a special Facebook app under the address https://apps.facebook.com/wohin_pz. A sophisticated search function enables users to locate the best tips for leisure time and book the suitable tickets immediately in Facebook.

Anyone planning his free time with the PZ-wohin app on Facebook can find everything to exactly match his individual taste. A highly developed technique transmits all events details as well as public Facebook events to the wohin-app. There the information is organised in a transparent way – optionally by place, category or date, supplemented by all relevant event details. That saves lots of time.

Numerous Facebook and Web 2.0 functions integrate the friends of the users. The Organizer – a completely new Facebook feature – permits every user to recommend an event to friends, invite friends to participate or select and organise a suitable common event from a range of events, days or times. At the same time it is possible to view the events calendar of Facebook friends. At last, an app that makes planning leisure time on Facebook simple and uncomplicated.

Not just for the users, but also for the "Pforzheimer Zeitung" itself, the integration into the worldwide largest social network, with its some 900 million members, the PZ-wohin app offers attractive possibilities in the long term. The IVW tracking pixel permits the PZ and its online platform PZ-news to increase its reach via Facebook enormously and address hitherto unapproachable target audiences. Thus the wohin-app becomes an event cockpit with a personalised home page as compass leading to the desired offer precisely and without any loss of time.

In the upcoming extension stages, the wohin app will have more functionalities added: e.g. evaluation functions, an SMS or eMail reminder function as well as integration of Facebook places. Moreover, the wohin app will be extended to an all-in-one platform for organising and marketing private, or small-scale and medium-sized events respectively, including online ticketing. This all-round service will be complemented by specially canvassed offerings for location marketing. Event visitors will soon be able, for example, to order coupons or special services to match the selected event in order to ensure a perfect event experience.

The home page

All events in Pforzheim and surrounding region are displayed automatically. In addition, Facebook users are offered individual highlights

In the “News” area, users can follow the activities and communication with his Facebook friends.

The “My Events” page

All events in which the Facebook user wishes to participate are displayed.

The “Polls” page

All polls initiated by the Facebook user among his friends are listed.

Polling function

The Facebook user selects specific events and asks Facebook friends to rate them and comment on them.

Posting function

The Facebook user comments on events on his pin board and shares the comments with his friends.

Details function

The selected function is described in more detail. The event location is indicated by Google Maps.

Selection function

The Facebook user selects certain friends with whom he wishes to share the event and related comments.

Ticketing function

The Facebook user can use the Facebook app to order tickets via the ticketing service of the “Pforzheimer Zeitung”.

Search function

The Facebook user can search for events in an aimed way. Besides the schedule of events in Pforzheim and surrounding region, he also has available all ticket data from the Reservix database and, thanks to a sophisticated technique, is offered public events from Facebook.

With its circulation of about 40,000 copies, the “Pforzheimer Zeitung” is the flagship of J. Esslinger GmbH & Co.KG and by far the most important news provider in Pforzheim and the Enkreis district in Baden-Württemberg. PZ has the reputation in the industry as being one of Germany’s best-produced local newspapers. This is testified to by its membership in the WAN-IFRA International Newspaper Color Quality Club as well as many distinctions among the European Newspaper Awards. With “PZ-Extra”, it also publishes the leading freesheet in

the region and "INFO", the monthly lifestyle and events magazine. Since February of this year, it also publishes the Saturday "Pforzheimer Woche" freesheet.

PZ is successful also on the digital media channels. With its Internet site www.pz-news.de the PZ online newsroom attracts more than 800,000 visits, making the "Pforzheimer Zeitung" Germany's leading news portal among the news portals of comparable newspapers. In addition, PZ has some 6000 "friends" on Facebook. Besides the mobil.pz-news.de mobile version, the PZ digital offering also includes an iPhone app as well as an app for the iPad. Applications for Android devices are scheduled to follow in the near future. The "Pforzheimer Zeitung" has a presence on the regional "Baden-TV" station with a news window that it produces itself. The portfolio of the publishing house also includes the TV-BW video and television production company. J. Esslinger GmbH & Co. KG has at present a total of about 160 employees.

Wohin GmbH is a leading supplier of digital platforms for organising leisure time. The company's portfolio of products, besides the wohin Facebook app, the Smartphone app wohin.de, the wohin.de portal and – a new addition – theaterportal.de. The Wohin GmbH databases contain more than two million events data: festivals, cinema, theatre or flea markets, local, regional or national - Germany's biggest events database covers all events. Thanks to online ticketing, it is possible to book all events directly via the wohin.de platform.

Wohin GmbH is expanding its offering continually in order to maximise convenience and permit unforgettable events. For events organisers, Wohin GmbH is the all-in-one partner for the successful organisation and marketing of small-scale and medium-sized events. wohin.de – know what is going on.