

## ENKORE LAUNCHES VIRTUAL CONCERT EXPERIENCE TO CONNECT ARTISTS WITH AUDIENCES

Following a pivot in strategy from in-person gigs to personalised Zoom concerts, Enkore's new approach meets the evolving desires of an audience primed for virtual entertainment.

**Melbourne, VIC (3 November, 2021)**— Through a turbulent 18 months of uncertainty and lockdowns, the music industry has been forced to adapt to new means of connecting with audiences. Enkore, an emerging online marketplace for musicians, seeks to do just that with the launch of their virtual concert experiences.

Enkore was founded by sibling duo Neel & Satya, whose shared passion for championing up-and-coming artists drove them to innovate new opportunities. With a dream to put Australian musicians back on the global stage, they conceived the idea of an online platform that connects artists looking for gigs, with an audience looking for high-quality entertainment.

The company's latest launch, accompanied by a sleek new website, builds upon this foundation with an innovative offering for both artists and audiences. This forward-thinking concept brings professional musicians and private audiences together for intimate mini-concerts via video conference, defying the limitations of traditional in-person gigs. This provides customers with a uniquely intimate and customisable experience, inviting exceptional entertainment into the comfort of their own home, shared with friends and loved ones.

Artists, too, have reaped the benefits of the flexibility and intimacy that virtual concerts bring. Perhaps the most valuable and rewarding element of Enkore's platform is the positive feedback from artists, who have vastly enjoyed the opportunity to rehearse and perform for audiences again via this unconventional new format.

Booking with Enkore's updated site, users can filter their search for the perfect performer by a vast array of

genres and event categories; from classical to pop, birthday parties to work conferences. Further guiding the search, the site boasts a rotation of featured artists and trusted customer reviews to ensure every event is a memorable experience for all.

In addition to the virtual concert concept, Enkore is soon to introduce high-quality virtual music lessons for assisted living and aged care residents, alongside a number of valuable on-site programs.

These exciting new initiatives place Enkore at the forefront of the virtual entertainment wave, adapting intelligently to the shifting landscape of the music industry.