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## Networking and insights on the agenda during meetup for SaaS professionals at Mynewsdesk

Yesterday, Mynewsdesk had the honor of hosting an exclusive gathering for professionals in the B2B SaaS industry, when SaaSiest and Mynewsdesk organized an evening of networking and peer-to-peer interaction at Mynewsdesk's HQ. The event was divided into two parts: a CEO-network workshop attended by around 20 industry leaders during the day and a mingling session with approximately 100 attendees during the evening, all sharing a passion for SaaS excellence.

The day commenced with a CEO-network workshop, a closed-door session

that brought together 20 influential leaders from the SaaS sector. In this intimate setting, participants engaged in discussions, shared their expertise, and tackled some of the industry's most pressing challenges. This exclusive gathering provided a unique opportunity for CEOs to exchange ideas, strategies, and insights, fostering collaboration and innovation within the SaaS community.

As the sun set over Stockholm, the atmosphere shifted to a more relaxed and sociable one. The mingle session opened its doors to around 100 SaaS professionals eager to connect and network. With a backdrop of food and drinks, attendees mingled and engaged in conversations that spanned from market trends to growth strategies. It was an evening filled with laughter, knowledge, and shared experiences – a testament to the strength of the SaaSiest community.

During the evening, Louise Barnekow, CEO of Mynewsdesk shared her insights into the world of digital PR and how Mynewsdesk is enabling PR professionals and communicators to thrive in an increasingly digital landscape. Her interview provided valuable perspectives on the evolving role of PR in the digital age. The event was a testament to the power of collaboration and knowledge-sharing within the SaaS industry. SaaSiest's commitment to fostering an exclusive and supportive community of operational professionals was evident throughout the evening.

As we reflect on this gathering, it's clear that the SaaS community is stronger when it comes together. The event was not just about networking; it was about forging connections that will drive the industry forward. From thought-provoking discussions during the CEO-network workshop to the lively conversations at the mingle session, it's safe to say that the SaaSiest meetup at Mynewsdesk was a success.

We extend our gratitude to SaaSiest and all attendees for making this event truly special. Mynewsdesk is proud to support initiatives that bring SaaS professionals together to learn, grow, and inspire one another. We look forward to more exciting collaborations in the future and to continue being a catalyst for industry excellence.

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## About Mynewsdesk - The smart way to improve awareness and relations

Mynewsdesk helps companies create awareness, find the right audience and build strong relationships. By providing a user-friendly online platform, Mynewsdesk simplifies the publishing, distribution and measuring of all your PR and communication efforts. With 1.6 million unique visitors monthly, 70% of Mynewsdesk's 4,000 customers gain media coverage.

Find out more at [www.mynewsdesk.com](http://www.mynewsdesk.com)

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