

BizParade generates a buzz

“The response we’ve had in our first few months has been phenomenal and we’re growing by the day. Our listing includes every type of venue - from spas to hotels to heritage buildings to raw spaces. Planners can also search for vendors ranging from caterers to creative producers,” said BizParade Director Lindy Andrews.

Organisers from incentive houses to party planners are already addicted to BizParade’s fortnightly digital magazine. Featuring the latest event, product and venue reviews, industry profiles, columns and exclusive offers, it’s become hot property in the inboxes of events professionals both here and overseas.

“We aim to be the voice of the Australian events industry – insightful and experienced as well as fresh, fun and forward thinking. As well as showcasing what’s on offer, we want to drive innovation and set a new bar for the industry as a whole,” Lindy said.

With a driving motto of ‘Inspiring Events in Oz’, BizParade is also focused on drumming up interest in Australia as an international event destination. An alliance with top UK event directory LondonMICE has already given them direct exposure to the lucrative UK market.

“We have reciprocal home page links with LondonMICE, so events professionals on the other side of the world can plan an event in Australia with just a click of the mouse. We want to keep promoting the Aussie events industry internationally with more strategic partnerships across the globe,” Lindy said.

BizParade is the brainchild of industry veterans Lindy Andrews and Brad Foote, and includes publishing veteran Haze Baker and editorial guru Crystal James on its team.

There may be a buzz now, but it seems BizParade will be making even more noise in the near future.

“We see BizParade becoming the industry authority, the name that sets benchmarks. We’ve got a number of exciting new launches planned as the business continues to grow,” Andrews said.

BizParade

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