

News & Press Releases

LondonMICE Announces Collaboration with Australia's BizParade

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LondonMICE, the online directory and business network for London's events industry, announces its strategic alliance with Australia's BizParade. The collaboration provides event planners with an enhanced resource to source venues and suppliers in key event destinations London and Australia. Like LondonMICE, BizParade is an Australia-based online directory and MICE (Meetings, Incentives, Conferences and exhibitions) industry network.

Event planners the world over, now have two comprehensive linked online tools to find all the suppliers necessary to make their events in London and Australia a success. Simply by clicking on to either www.londonmice.co.uk or www.bizparade.com.au, event managers and all those who routinely organise events can access both directories either directly or via banner links on the home pages of both sites.

Well thought out

The just launched BizParade, based on the UK's LondonMICE, is the first "one stop shop" in Australia for event planners across the globe who want to setup an event in Australia.



Richard Waddington, LondonMICE Cluster Champion and CEO, First Protocol said, "Technology has changed the way we and the world function. Information and knowledge today is free and accessible at the click of a button, it's what you do and how you use that information and knowledge that makes you different."

I founded www.londonmice.co.uk three years ago. A not for profit organisation to help small companies in the MICE industry build their businesses and in turn build and professionalise the industry. The site now receives over 350,000 hits a month, with 20% of these emanating from outside of the UK. Our user base is growing at an average of 15% per month. Members are getting exposure, receiving business leads, networking and collaborating with one another. I'm extremely pleased to see this concept being initiated in Australia and we look forward to collaborating with BizParade."

Strong Team

BizParade Media Pty. Ltd is the brainchild of media and events dynamos Lindy Andrews and Brad Foote. Lindy brings to BizParade a proven track record managing international and domestic conferences and events, sourcing and generating new business and publishing industry magazines. Brad offers extensive operational and strategic experience within both hospitality and events.

Advertising Veteran

Further boosting BizParade's skill base is Haze Baker as Advertising Sales Director. Haze is a publishing veteran who imported 9-5 magazine from the UK and grew it into a leading local advertiser. She brings a network of international publishing contacts and a flair for building business through advertising.

Over 10 years experience

Establishing BizParade.com.au's editorial integrity is Crystal James who has over 10 years experience in the advertising and media industries. She has attended hundreds of events and worked on a handful as well, and her business, media, advertising and journalism qualifications will be well utilised sourcing, writing and producing quality content for our audience.

First class

Supporting the key BizParade players are first-class freelance reviewers and writers and a customer relationship management team who work directly with subscribers and vendors.

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