

INDUSTRY NEWS

TOP AUSSIE EVENTS DIRECTORY ANNOUNCES FIRST INTERNATIONAL PARTNERSHIP

BizParade - Australia's first online 'one-stop-shop' for event planners across the globe - has boosted its offering through a strategic alliance with LondonMICE.



"[BizParade](#) and [LondonMICE](#) now have reciprocal home page links, so planners across the world can access an exhaustive list of event suppliers in both London and Australia with just the click of a mouse," BizParade Director Lindy Andrews said.

Like LondonMICE, the recently launched BizParade website provides planners, both domestic and international, with an easy-to-use portal for essential information and vendor listings. BizParade already has thousands of venue and supplier listings, and organisers ranging from incentive houses to party planners are using the site to advertise their services.

"BizParade aims to promote Australia as a national and international event destination, and what better way to do this than through partnership with one of the UK's top events directories?" Asked Andrews. "As well as attracting a whole new group of UK and international clients, the collaboration will help the cross-pollination of ideas and set a new competitive standard for the Australian event industry as a whole."

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