

## **MEDIA RELEASE**

**For Immediate Release: Sydney, Australia [19 September 2007]:**

### **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.**

"The collaboration means event planners have an even better resource for sourcing venues and suppliers. BizParade ([www.bizparade.com.au](http://www.bizparade.com.au)) and LondonMICE ([www.londonmice.co.uk](http://www.londonmice.co.uk)) 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," said BizParade Director Lindy Andrews.

LondonMICE founder Richard Waddington believes the partnership will grow and professionalise both businesses and their respective markets.

"In three years LondonMICE has grown from a small not-for-profit events business into a thriving site with over 350,000 hits a month, 20 per cent of which come from outside of the UK. Our user base is growing at an average of 15 per cent per month. I expect the concept to deliver similarly exciting results in Australia, and we look forward to working with BizParade as they continue to expand," he 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.

"Planners can find vendors ranging from caterers to creative producers, while vendors have a simple and cost-effective way to communicate with their customers," said Lindy.

BizParade.com.au 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 has also rolled out a fortnightly digital magazine, containing the best of venue and supplier search, news, reviews, jobs, blogs and links. Sent to thousands of Australian and global subscribers, the magazine covers the key trade fairs both here and overseas, and includes local, regional and international news, member contributions, marketing and technology articles, opinion pieces, and a section devoted to last minute offers and packages.

BizParade was conceived by tourism and events veteran Lindy Andrews and developed in conjunction with operational guru Brad Foote. The business has since expanded to include a team of event and publishing professionals.

"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."

**Anyone interested in receiving a free subscription to the digital magazine and having their company listed in the directory can register at [www.bizparade.com.au](http://www.bizparade.com.au).**

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