

BizBash and Eventbrite Announce New 2013 Partnership

/EINPresswire.com/ [BizBash](#) and Eventbrite Announce New 2013 Partnership to Find and Share “Glass-Shattering” Disruptive Practices for Planning Events and Conferences

The logo for BizBash, with "BIZ" in blue and "BASH" in black, all in a bold, sans-serif font.

BizBash, the trade media serving the creative needs of event, [conference, and meeting planners](#), and Eventbrite, the leading online event registration and ticketing company, announced a partnership today to find and share “glass breaking” disruptive best practices for the event industry that are both forward-thinking and thought-provoking.

Eventbrite will work with BizBash to facilitate the hunt for and sharing of these disruptive glass-shattering conversations via a yearlong program of proactive research, webinars, and real-time face-to-face learning lounges at the 2013 BizBash IdeaFest trade shows in South Florida, Los Angeles, New York, and Chicago. As part of the ongoing research, both Eventbrite and BizBash will explore everything from new engagement techniques that encourage registration to the long tail of an event that will emotionally tie attendees.

"At Eventbrite, we're focused on using innovative mobile and online tools to address the challenges of event planning and management. By teaming up with BizBash and their vibrant community of event and conference planners, we're able to discuss the latest trends in the industry, and bring the efficiency, flexibility, and power of technology to planners all over the country," says Laura Coltrin, Eventbrite category marketing manager.

"This partnership is a perfect match because we're in the business of facilitating conversations with our audience of diverse planners, and the Eventbrite Lounge will be both a virtual and real location for these conversations to take place," said David Adler, C.E.O. and founder, BizBash.

About Eventbrite:

Eventbrite enables people all over the world to plan, promote, and sell out any event. And Eventbrite makes it easy for everyone to discover events, and to share the events they are attending with the people they know. In this way, Eventbrite brings communities together by encouraging people to connect through live experiences. Eventbrite's investors include Tiger Global, Sequoia Capital, DAG Ventures, and Tenaya Capital. Learn more at www.eventbrite.com.

About BizBash:

Founded in 2000, BizBash is the only editorial brand that takes event and meeting style seriously. BizBash covers events of all sizes and types, providing planners with the information, innovation, and insights they need to create magical experiences. In addition to reporting on industry news, trends, and innovation, BizBash provides online tools including a comprehensive, [searchable directory](#) of more than 46,000 vendors, a job board, and BizBash Masterplanner, a subscription-based calendar of upcoming events. BizBash publishes BizBash magazine, the National Venue and Supplier Guide, produces the BizBash IdeaFest expos and conferences, and publishes a series of daily and weekly newsletters.

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