

Bizbash Media Acquires Imbookin's Venue Booking Engine

New Product to Focus on Small Events, Seamlessly Booked Online For the Next Generation of Planners

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/EINPresswire.com/ -- [David Adler](#), the C.E.O. and founder of [BizBash Media](#), announced today that his company

has acquired the assets of Pogby's [ImBookin.com](#) venue booking Web site for an undisclosed amount. The site, which currently serves consumers and businesses for general online booking opportunities, will be revamped to allow event organizers to seamlessly book smaller venues online and with short notice. Josh Gooch, the founder of ImBookin, will join BizBash as the president of the new BizBash ImBookin.com division.

The logo for BIZBASH, featuring the word "BIZBASH" in a bold, blue, sans-serif font.

Adler said: "With this acquisition, we intend to target the next generation of business and consumer event organizers, who want assurance that they are working with venues and restaurants that can help them plan quickly and book an event online efficiently. I like the idea that ImBookin can serve thousands of overstressed assistants and nonprofessionals, who previously never thought they could book an event in minutes without prior training from a professional event planner. Imbookin.com will help solve this major hiccup along with providing more business for the smaller venues and private rooms.

"To ensure the success of the complete online approach to booking events, we plan to focus on small groups. We want to be the laboratory for studying new event planning behaviors for the new generation of event organizers."

Initially, ImBookin will focus on showcasing venues in the New York market and will provide seamless service to the small groups. For more information on ImBookin.com, visit <http://imbookin.com> or contact press@imbookin.com.

ABOUT BIZBASH

BizBash Media is an innovator and resource hub for the event and meeting industry with its Web site, magazines, and trade shows. Event organizers responsible for events such as White House state dinners and the Oscars, as well as conferences, trade shows, fund-raisers, and more use BizBash products regularly for ideas and best practices that can be implemented at their own events. Visit us at www.bizbash.com, and follow us at @BizBash_News and

www.facebook.com/bizbash.

Press release courtesy of Online PR Media: <http://bit.ly/15zArMw>

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