



Live Gathering Tools to Debut with the First Global Demo Week for Event Professionals, January 2016

Enterprise-Level Event Producers to Benefit From Enhanced Marketplace

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/EINPresswire.com/ -- [Live Gathering Tools](#), the [new website by BizBash](#) for enterprise-level event, meeting,

conference, and trade show planners is scheduled to launch

in January 2016 as a 24/7 virtual trade show. As part of this launch, the first [Global Demo Week](#) showcasing new event technology products will take place for three days, from January 26 through January 28. The individual one-hour Global Demo virtual experience will feature speakers and product demonstrations on event ticketing and registration, event management, and audience engagement. Attendance at the first Global Demo Week's virtual events will be limited to 1,500 users.

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

According to David Adler, C.E.O. and founder of BizBash, "The level of development in our industry is breathtaking. Everywhere I go I hear about how many organizers are feeling slightly overwhelmed at the pace of development. We are starting this new 24/7 service to allow whole departments at brands, agencies, and planning companies to use the iconography of a trade show, the convenience of a smart directory, and the storytelling of a conference to gain knowledge and insights about which tech products and services to consider for their events. In today's buying world, knowing the competitive landscape is a big help in enhancing buying decisions."

Live Gathering Tools will feature virtual trade show booths in categorized halls that allow immediate commerce and detailed demonstration options. The Live Gathering Tools' halls will include event marketing, event management, ticketing and registration, analytics, seating and layout tools, staging and audiovisual production, special effects, and presentation tools. Tech startups with less than \$100,000 in funding will have the opportunity to apply for scholarships to demo their product to the Live Gathering Tools' audience.

"As I travel around the world, I see entrepreneurs couch surfing to attend conferences and get a leg up on the competition," Adler says. "Live Gathering Tools allows for more scalability and better use of scarce resources, especially as more and more event technology brands are becoming global in nature."

LIVE GATHERING TOOLS

Live Gathering Tools is a subsidiary of BizBash Media, the largest source of ideas and resources for event organizers. For more information contact John D'Adamo at jdadamo@bizbash.com, 646.839.6860, or visit www.livegatheringtools.com.

Grazia Mohren
BizBash Media
646-839-6896
email us here

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