



BizBash Names Beth Kormanik as Executive Editor

Kormanik Will Lead the BizBash Editorial Team across North America



NEW YORK, NY, USA, March 30, 2016 /EINPresswire.com/ -- [BizBash](#) C.E.O. and founder David Adler announced

today that Beth Kormanik has been named executive editor of BizBash (www.bizbash.com), the leading trade media for event and meeting organizers and event marketers. She succeeds Anna Sekula, who will be leaving the company for a new opportunity.

Kormanik joined BizBash as a senior editor in 2012 and was promoted to news editor in 2014. She has led major projects for both print and online, including the annual list of [Top 100 Events](#) in the U.S. and Canada. She has also led coverage of a variety of high-profile events such as the White House Correspondents' Association dinner, Art Basel Miami Beach, and the South Beach Wine & Food Festival. Additionally, Kormanik has overseen BizBash coverage of venues nationwide, keeping readers informed of topical and noteworthy happenings in the industry by writing the daily [Call Sheet newsletter](#).

"With 25 percent of marketing being attributed to events now, BizBash is center stage for a burgeoning industry," Adler said. "Beth brings a new perspective to the live gathering industry with her outstanding insights into areas of interest such as the morphing of B-to-B and B-to-C, the rise of thought leadership events and conferences, the explosion of theatrical journalism at live events, and the power of technology tools in helping to streamline and democratize data, enabling more crowdshaping."

"It's exciting to take over this role at a time when the event industry is more vital than ever," Kormanik said. "I love that BizBash is the place where event professionals come together to connect with each other and get inspired for their own events. I'm looking forward to bringing new energy and ideas to our brand."

Kormanik has written for the New York Times and was a reporter for the Florida Times-Union and Milwaukee Journal Sentinel newspapers. She also served as managing editor of Hotel Interactive, a trade publication for the hospitality industry. Kormanik is a graduate of Northwestern University's Medill School of Journalism.

About BizBash

In the dynamic live gathering industry, BizBash is the largest media source for both event pros and "hidden planners" with more than 225,000 monthly users. To learn more about BizBash, visit www.bizbash.com.

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