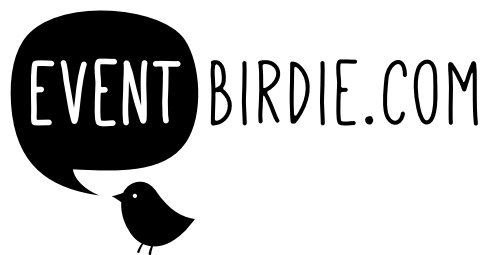


Join Australia's Leading Online Events Directory and let us help promote what your business does best



Our marketing strategy is to combine an attractive, easy-to-use directory with social media & editorial content that helps to promote amazing products & services to event buyers. This strategy generates quality leads, along with PR & SEO support to further expand your marketing reach.

We want to give you more than just a listing!

*Our clients
are saying...*

Just a quick email to say thank you! Your leads are quality – love them!!!

Natalie Maksimovic | Corporate Sales Manager, Grand Pacific Group

The team at Event Birdie always go the extra mile to ensure that venues and event services are driving qualified inbound leads. It is refreshing to work with a directory that provides an excellent sales and marketing channel for event businesses as well as assisting in educating their suppliers across every step of the sales process to ensure that leads are converting.

Lauren Lacava | Director, Black and White Marketing

What we love about Event Birdie is their customer centric approach and tailored packages. In today's competitive environment it's not just about brand, reputation, but also ROI opportunities with listings such as Event Birdie. We have successfully achieved our cost recovery back within a short-time based on the conversions due to the SEO and leads generated. Laissez-Faire Catering wishes to congratulate Event Birdie on a bespoke business model.

Laissez-faire Catering

Since joining Event Birdie, I have received exposure for my business and referrals. I absolutely love the service provided by Rebecca and Fiona and I really enjoy reading the Event Birdie blog, it's always full of useful tips and information. I would highly recommend Event Birdie's services to any venue, event supplier or Event Manager.

Melanie Champion | Director, Champion Event Management



Our Story...

I started Event Birdie after years of working in sales and marketing at unique venues and catering companies in Sydney and in London. I was frustrated with the online directories available and I knew there was room for improvement!

Event Birdie is an online marketing platform designed to help event businesses showcase what they do best. We provide our clients with an attractive listing in our easy to use directory, plus opportunities to showcase their work on our social media platforms, on our blog and in our regular newsletters.

We love events and we love recommending venues, caterers and suppliers to our community of event buyers. Our database includes over 2600 professional event planners (corporate and agency) and we have a social media following of over 9000.

Our website attracts on average 11,000+ followers a month. And, we're still growing! We are building Australia's best online events resource and are passionate about helping our clients sell their businesses better.

Every business is different and their marketing needs are too. So we have put together three marketing packages to meet the different needs of our clients.

Event Birdie has been designed to help you connect with a range of event buyers and build your reputation as an awesome event supplier or a place to be – so jump on board and join us for the ride!

Rebecca Hunt | Director & Founder

Join Australia's leading event venue and supplier directory to build awareness of your business and generate leads for both the corporate, wedding and private event markets.

All our packages include:

An attractive listing in our easy to use directory

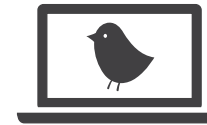


Added exposure on our social media channels and in our newsletters



Access to Our Online Tutorial Series:
Stop Panic Marketing | Build An Online Presence That Sells

Our Audience



Unique Monthly Visitors 11,000+
20,000+ in peak periods

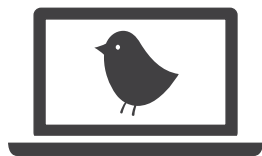


Newsletter Database of Event Professionals 2600+



Social Media Reach 9,000+

Stop Panic Marketing. Build An Online Presence That Sells



Learn how to build an online presence that sells your event business without the panic

Access Online Marketing Tutorials

FREE to members only

Before I started Event Birdie I was just like you. Selling and marketing an event business. Whether it was a venue or a caterer I was working for, one thing was always the same – there was never enough time to put together a solid strategic plan. Gaps in the diary loomed and budgets were tight.

I now refer to this as panic marketing. It's not fun.

Over the past few years I have been dishing out practical advice to many of my clients to help them drive better awareness, engagement and leads to their business.

Listing in a directory, like Event Birdie is just one element of an overall online marketing strategy that can deliver great results. However, if one element isn't fine-tuned, it can affect another.

So, to help all our clients sell their events businesses better I've taken the time to package up all my knowledge and create an online tutorial series that I am giving you for free when you join Event Birdie.

The lessons are accessible from the members login area for when you are ready. They are delivered by a short video and come with a worksheet to help you take action.

The lessons are not too long or too technical, but they are full of easy to implement advice that you can do yourself or that won't cost you a lot to offload.

I'm also available to answer any questions or sticking points you might have along the way.

Your clients are looking online. Your competitors are online. Now it's time to get your business to shine online, so you can generate more awareness and leads to your sales team, without the panic.

Valued at \$1639 + GST – This practical advice is FREE when you join Event Birdie!



Our Packages

Event Birdie has three tailored marketing packages to meet our clients different needs

More than *just* a directory listing, our marketing packages are designed to give you a platform to show off what you do best and drive enquiries directly to your team.

Each package includes a listing in our easy-to-use directory, plus a variety of opportunities to showcase your business on our social media channels, newsletter and blog.

Our Stand Out and Experts packages include dedicated features for your business on all of our channels to help you to truly **STAND OUT** from the rest!

The Essentials Package

The Stand Out Package

The Experts Package



On the following page you'll find a breakdown of what each package includes.....

	ESSENTIALS	STAND OUT	EXPERTS
Annual Membership Fee Venues	\$60/ mo <i>billed annually at \$720</i>	\$100/ mo <i>billed annually at \$1200</i>	\$220/ mo <i>billed annually at \$2640</i>
Annual Membership Fee Caterers & Suppliers	\$45/ mo <i>billed annually* at \$540</i>	\$90/ mo <i>billed annually* at \$1080</i>	\$180/ mo <i>billed annually* at \$2160</i>
Who it is this package for?	Everything you need to get started. You can add-on additional features as and when needed	Our most popular package created to help you STAND OUT from the rest	For businesses wanting to be positioned as the 'Experts'. Combine content marketing with our awesome directory
Package Inclusions			
12-month dedicated listing in our easy-to-use directory	•	•	•
Access to manage and edit your page 24/7	•	•	•
Access to traffic and enquiry reports	•	•	•
Load up to 50 images to your gallery	•	•	•
Showcase a video show-reel on your page	•	•	•
All your contact details clear and easy to find on your listing. We want them to contact you directly – fast and easy	•	•	•
Direct link to your own website	•	•	•
Load up to 6 testimonials from your clients	•	•	•
Request clients to leave reviews on your page	•	•	•
Promote specials and ticketed events on your page. These also will be featured on our dedicated specials page	Unlimited	Unlimited	Unlimited
Welcome shout out in our new members eDM plus on our social media channels**	•	•	•
Your images and news shared on our social media channels***	Unlimited	Unlimited	Unlimited
Promote your Wedding Open Day on our dedicated page	BONUS extra	BONUS extra	BONUS extra
Access to send event invitations to Event Birdie's exclusive VIP Guest List	BONUS extra	BONUS extra	BONUS extra
Showcase your events on our blog***	Unlimited	Unlimited	Unlimited
Dedicated business feature in one newsletter	\$200	1 included	1 included
Listing Feature on our homepage (2 week block)	\$250	1 included	1 included
Special Feature on our homepage (2 week block)	\$250	1 included	1 included
'Getting to know an Event Birdie Pro' blog article. Here are some examples	\$350	1 included	1 included
A custom written blog about your business expertise^	\$850	\$850	1 included
Guest blog article with links back to your website^	\$350	\$350	2 included
eDM advertising for a special offer / ticketed event	\$180 ea	\$180 ea	2 included
Access to our Online Marketing Tutorials to help you sell your events business better online	FREE	FREE	FREE

Prices listed do not include GST * Month-to-month billing is coming soon! Stay tuned. ** New members only *** Subject to approval

^All blogs are published on eventbirdie.com with links back to your own website, plus featured in one of our newsletters and promoted on our social media channels. .

FAQ's

1. How are your search results ordered?

Our search results are ordered by last edited. Which means all you need to do to get your listing in the #1 spot is login to the Administration area and press save on your page. No extra costs, now worries if you're business starts with X,Y or Z... Being up top is totally in your control!

2. How often will you feature my business on social media or on the blog?

We encourage you to share with us examples of your stand out events as often as you like. If the event and the content you send us is quality, we'll find a way to feature it either on our social media, within a dedicated Event Showcase blog or both! This service is included in all our packages, however there are some conditions and the content is subject to approval.

3. Can I upgrade my membership during the 12-month period.

Due to the nature of our inclusions we do not permit you to upgrade mid-membership. However, you can choose to purchase additional features as you go. If you do want extra exposure throughout the year, it's cheaper to get it in your package in advance.

4. Can you help me set-up and edit my page?

Absolutely! We're a customer-service focussed business and love to help - just an email or phone call away and happy to help wherever we can. This includes helping you write advertising copy, editing images and making changes to your page. You can also edit and manage your page yourself anytime via the Administration area.

5. Where do you market yourselves?

We are constantly investing in our SEO to ensure we remain on and get more page #1 Google rankings. We actively participate in networking within the events industry and partner with the main industry organisations and events to expand Event Birdie's reach. In addition, we use social media and our own newsletter database to promote ourselves and our client's businesses.

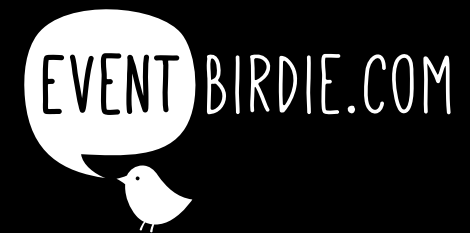
In 2019 Event Birdie is an Official Media Partner of

The
Business
of events — 2019

AIME

Evolve
2019 Event Industry Conference

It's time to
jump on board
and experience
the Event Birdie
difference!



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