

One Company. One Mission.
Powering the Events World.

Ungerboeck and EventBooking Join Forces

Two global leaders of event and venue management software have merged to power the world's events with a focus on driving innovation, increasing capabilities, and a focus on customer success.

The unification will elevate the entire industry and propel event leaders to outstanding new heights.



Read more at go.ungerboeck.com/one-mission



Today's issue of BEN

Business Events News today has two pages of news, a front cover page from **Ungerboeck** and a full page from **Get Local**.

Vic support

THE Victorian Government has announced a new \$20 million Victorian Events Support Package in response to the state's current snap COVID-19 lockdown.

The initiative will be "dedicated to supporting operators in the events industry who have incurred losses due to the circuit-breaker restrictions," said acting Premier James Merlino.

More information on the funding will be released shortly, Merlino advised.

UNGERBOECK, EVENTBOOKING MERGE

THE merger of event and venue management software specialists Ungerboeck and EventBooking is set to power the events sector "in ways never before possible as events come roaring back," the companies believe.

The deal, announced late last month, will see the unified Software-as-a-Service (SAAS) events company "offer customers an integrated set of capabilities that further enhance the world-class solutions they provide today," with accelerated innovation and new technology enhancements.

A strong focus on customer success will continue, with Ungerboeck's Manish Chandak to serve as President and CEO of the group, alongside EventBooking's Steve Mackenzie as Vice President (**pictured**).

"Together we will unify our



efforts to provide easy-to-learn and powerful products to drive the industry forward, all while we marry the aspects that clients love about each," Mackenzie enthused.

Chandak said the deal was "the best way to come out of the pandemic, as the industry expects technology-driven efficiencies and new attendee experiences".

The merger is being backed by private equity firm Cove Hill Partners, which together with EventBooking is the "perfect trifecta to accelerate us into the future as the world's event software," the CEO added.

A video showcasing the deal is at businesseventsnews.com.au/videos, and for more see the **cover page** of today's *Business Events News*.

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A CAR dealership in the USA has been transformed into a makeshift event venue, after the local high school had difficulties in finding a COVID-safe place to host its prom for senior students.

Wright Way Motors in Covington, Virginia volunteered its space after being approached for donations because pandemic restrictions meant the celebration could not take place at nearby Covington High School.

"Nobody would ever think to have a prom at a car dealership," said owner Brandon Wright, adding "but we actually made it work".

With the help of parents and community members the 5,000 square foot showroom was transformed, with a red carpet, lighting, flower arrangements and a DJ.

The event took place on 15 May, just squeaking into relaxed restrictions which allowed indoor gatherings of up to 100 people.

All adults attending the prom were fully vaccinated, as were most of the students, and those who weren't jabbed had to wear masks.

The gathering was all the more poignant as it came after a year of lockdowns, during which the school had operated on a hybrid basis and many of the students had only attended remotely.

A taste of MEETINGS...

FUTURE event professionals will be hosted at this week's MEETINGS 2021 exhibition in Auckland, hosted by Business Events Industry Aotearoa (BEIA).

The initiative is a partnership with Go With Tourism, a NZ Government-backed initiative trying to build workforce capabilities.

A group of about 30 tertiary students studying tourism or hospitality will visit this Thu 03 Jun, the final day of the show, attending a career pathways seminar featuring event professionals from The Events Group, Park Hyatt Auckland and Parnell Partners Group.

They will also meet with exhibitors on the show floor.

BEIA CEO Lisa Hopkins said the business events sector is "committed to attracting talent looking for progression and a career".

BESyd director

BUSINESS Events Sydney has named Jason Collins as a new Board member.

Collins has been CEO of the European Australian Business Council since 2007, and is also chair of Brussels-based European Business Organisations Worldwide.

He replaces outgoing director Bran Black.

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MELBOURNE MEETING PIVOT

THIS week's snap "circuit breaker" lockdown in Victoria has highlighted the importance of contingency planning for the events industry, forcing the Australian Society for Microbiology's (ASM) annual conference to quickly transition to a fully virtual gathering.

The ASM's Annual National Scientific Meeting and Trade Exhibition had originally been planned as a hybrid event, running both face-to-face and online from 31 May-03 Jun.

Over 580 delegates from across the globe will present their latest research findings, with the event planned to take place at the Melbourne Convention & Exhibition Centre.

ASM President, Professor Dena

Lyras, said the uncertainty in the state had led the organisation to opt for a hybrid format.

"It allowed us to reach a larger audience, but importantly ensured we had the ability to easily convert our conference to a virtual event in the face of any sudden lockdown".

The instant pivot was achieved with the help of PCO Tim Hancock from ASN Events, who worked closely with events technology firm Delegate Connect to convert the conference to online delivery in a matter of days.

"The ability to do this, while exceeding the expectations of our clients, is why the conference will still be a great success," Hancock said.

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