



# The Conference Shop

Online planning resource for M.I.C.E

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## **Launch of New Website Solution to Boost Conferences in Regional Areas**

The Conference Shop - a new free website service that can save meeting planners up to 15 hours of research - has been launched with the aim of making it easy for corporate Australia to plan a meeting in regional destinations that are often overlooked.

Launched by experienced conference industry figure, Carla Offord, who previously ran Southern Highlands Corporate Events, The Conference Shop is a one-stop-shop destinational marketing service that showcases regional areas and allows event organisers to do all their planning and research for events from one simple, easy-to-use portal.

The website – [www.theconferenceshop.com.au](http://www.theconferenceshop.com.au) – covers venues and MICE (Meetings, Incentives, Conferences and Exhibitions) operators in the Blue Mountains, Hunter Valley, Southern Highlands, Canberra, Wollongong, NSW South Coast and the Far South Coast. Greater Sydney areas such as Macarthur, the Hawkesbury and western suburbs and Sydney's Beaches from Manly to Palm Beach and Bondi to Cronulla are also included. There are plans to span all regional NSW by the end of 2015, with expansion to interstate regions also on the drawing board.

The free, regional conferencing solution allows conference organisers to select a region and add suppliers they like to a wish list before receiving all the suppliers' details in a checklist format in their inbox. Organisers then contact each supplier directly, maintaining control of their event at all times. The seamless and streamlined process saves an estimated 10 to 15 hours of planning and research.

Based in Bowral in the Southern Highlands of NSW, The Conference Shop Director, Carla Offord, said the site was launched to meet a strong demand from regions and conference organisers for a better representation of regional MICE product. "We found there was no dedicated space for regional areas to showcase their wares and little knowledge amongst conference organisers of product outside Sydney so The Conference Shop aims to address those issues," Ms Offord said.

"Time-poor event organisers don't want to spend hours online trawling through multiple websites to find the perfect destination, especially if they don't know much about regional venues in the first place but The Conference Shop simplifies the research process by offering corporate Australia a snapshot of each region's appeal for conferences in one place. We visit every region on our books and know the venues and suppliers so we can help with any inquiry."

Ms Offord said The Conference Shop would also run a monthly faml program throughout 2015, covering all regions, starting with the Blue Mountains in March.

Visit [www.theconferenceshop.com.au](http://www.theconferenceshop.com.au) or call 02 4861 5973.

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