

FOR IMMEDIATE RELEASE

BizBash Expands Offerings to Lead New Era With Innovative Media Strategies That Drive EventPros to Destinations and Venues

Connect-BizBash Merger Delivers Post-COVID Destination Marketing Solutions to the Events Industry's Most Powerful and Influential Audience

ATLANTA, MAY 17, 2022— BizBash, the event industry's leading media resource for cultivating innovative brand and event experiences, is expanding its offerings to develop leading opportunities to compete in the new era of destination marketing. By expanding content development to include a focus on destinations, venues, and site selection, BizBash is further establishing itself as the ultimate industry solution for all meeting and event planners as they adjust their portfolios to include a mix of virtual, hybrid, and in-person gatherings.

With an already engaged audience—[BizBash.com](https://bizbash.com) earns 500,000 pageviews a month, over 50,000 combined weekly newsletter subscribers, and its social media channels have more than 425,000 followers—BizBash is taking its next step as it harnesses the power of its 2019 merger with Connect, the industry leading producer of B2B conferences and trade shows for event professionals.

Primarily targeting Fortune 1000 corporations and national associations, BizBash's array of marketing services will now include the following new **Custom Meeting Planner Lead Generation** tools:

- Destination **Perception Studies** to actively overcome COVID-era challenges
- Custom industry **Surveys, White Papers, and Market-Segment Case Studies** to foster interaction between destinations and next-generation meeting planners
- Destination-focused monthly **Webinar** series and **Podcast** series
- Destination-focused **Video** series highlighting leading Meeting Professionals at household brands with a behind-the-scenes look at their personal destination and venue experiences

“During the pandemic, BizBash accelerated its position as a trusted global resource, and our increased offerings come at a pivotal time for the industry,” said BizBash President Matt Johnson. “With increasing challenges due to inflation and supply chain difficulties, destinations and venues need a guidepost to navigate these turbulent times and are eager for modern media solutions. The events industry

needs to be a united front, blending the best of in-person experiences with technology advancements. BizBash is the forum to bring everyone together.”

A go-to, omnichannel organization that attracts leading brands and Fortune 1000 companies as well as leading technology partners critical for a post-pandemic world, BizBash sees this evolution as an opportunity to broaden the horizon for destination marketers, state tourism departments, hotels, and venues that are eager to reach an audience with immense buying power and even greater creativity.

“This continues the full integration of BizBash and Connect to better serve both audiences. From site selection to event experience, BizBash is committed to leading as a trusted voice while remaining laser-focused on our advertisers’ ROI,” Johnson said.

Andrew Dysart, senior vice president of digital media and strategy, said: “In a post-pandemic world, site selection will be an important element for launching engaging and dynamic gatherings that bring out the full potential of face-to-face interactions. Coupling this coverage with expertise on cutting-edge technologies and marketing tools positions BizBash as a pathfinder toward the new era of events.”

For more information about BizBash and its new offerings, email Andrew Dysart, senior vice president of digital media and strategy, at adysart@connectmeetings.com.

ABOUT BIZBASH

BizBash is the event and meetings industry’s No. 1 source for ideas, news and resources. The most influential names in live experiences look to BizBash for venue and supplier discovery, the latest event strategies and industry best practices, the newest event technology and tools for their next event, plus more. Thousands of event professionals attend BizBash’s in-person events, listen to BizBash’s monthly podcast, GatherGeeks, and subscribe to BizBash’s weekly newsletter, BizBash Buzz, and BizBash’s bi-annual magazine published in the spring and fall each year. More information is available at BizBash.com.

ABOUT CONNECT

Connect is a leader in the meetings, events, travel and tourism industry. Formerly known as Collinson Media & Events, Connect introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Sports, Diversity, Association, Faith, and Travel sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company’s brands and services is available at connectmeetings.com.

