



Event Organisers Network



**MARKETING
PORTFOLIO**
EVENT VENUES
& SERVICES



WHO ARE WE?

The Event Organisers Network connects Event Venues, Products and Services to our 6 400 (and growing) Qualified Conference and Event Buyer members.

We connect you via powerful face-to-face initiatives, social, digital and online media platforms.

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**BUSINESS
EVENTS
SHOWCASES**

#BUSINESS NETWORKING
#DYNAMIC SPEAKERS
#EVENT ENTERTAINMENT
#ACCREDITED BUYERS

EON's Business Events Showcases are a unique opportunity to meet and network with hundreds of accredited corporate event buyers. It is a powerful platform to showcase your event venue, product or service, meet new qualified buyers and initiate business transactions.

PROVEN BUSINESS BENEFITS

We host three Business Events Showcases annually - Gauteng, KwaZulu-Natal and Western Cape.

Gauteng Business Events Showcase

- Is attended by between 500 and 550 accredited Corporate, Government and Trade buyers.
Click [here](#) to see who attended in 2018.
- Attendees are 70% Corporate and Government and 30% Trade buyers.
- 88% of attending delegates placed business enquiries with exhibitors on the day.

View the full evaluation results [here](#).



KwaZulu-Natal Business Events Showcase

- Is attended by between 200 and 250 accredited Corporate, Government and Trade buyers.
Click [here](#) to see who attended in 2018.
- Attendees are 70% Corporate and Government and 30% Trade buyers.
- 92% of attending delegates placed business enquiries with exhibitors on the day.

View the full Delegate [Evaluation](#) Results - KwaZulu-Natal Showcase 2018

Western Cape Business Events Showcase

- Is attended by between 250 and 300 accredited Corporate, Government and Trade buyers.
Click [here](#) to see who attended in 2018.
- Attendees are 70% Corporate and Government and 30% Trade buyers.
- 95%% of attending delegates placed business enquiries with exhibitors on the day.

View full Delegate [Evaluation](#) Results - Western Cape Showcase 2018



VENUE EXPERIENCES & NETWORKING

#VENUE EXPERIENCES

#ACTIVITIES

#SIGHTS

#DESTINATIONS

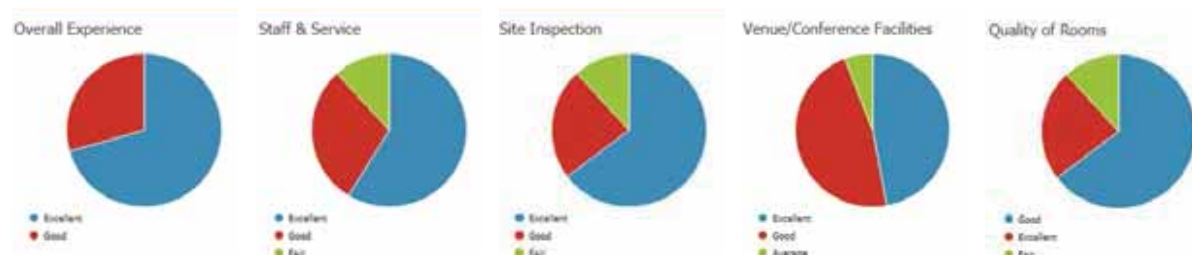
The Venue Experiences programme is a cost-effective opportunity to host a selection of our 6 400 accredited corporate buyers at your property.

It is an opportunity for focused and exclusive networking with your selection of qualified buyers, an opportunity to showcase your venue, product or service and forge business relationships with new contacts.

PROVEN BUSINESS BENEFITS

- Exclusive access to a selection of qualified buyers.
- Corporate or Trade delegate selection options.
- You select 15 attendees from the EOI list with the option to increase.
- Detailed Event Buyer [Evaluation Report & Review](#).
- No administrative or transport costs. Fully organised by EON.

Evaluation Results - Cathedral Peak Hotel October 2017





EVENT RESOURCES MOBILE & DIGITAL

- #EVENT RESOURCES APP
- #WWW.VENUESEARCH.CO.ZA
- #DIGITAL BANNERS
- #MEMBER NEWSLETTER
- #SOCIAL MEDIA

MOBILE EVENT RESOURCES APP

Make sure that your venue or event service is featured on the industry's first mobile-based [Event Resources App](#). Scheduled for launch in January 2018, the App will be made available to EON's 6 400+ accredited event buyers. The App puts a powerful event resources tool in the hands of people who actively organise business events for their corporations, associations and government departments.



*If you are not there
they can't find you!*

*EON members make use
of the industry's first
mobile app and
www.venuesearch.co.za*

FEATURES

- Powerful tool for people who actively organise business events.
- Distance and time radius search.
- Location and category search.



- Your venue or event service displays a general description, primary services offered, location and the option for the user to send you a direct RFQ.
- Your Venue or Event Service displays a general description, primary services offered, location and comprehensive facilities.
- Receive RFQs directly from the user.
- Complimentary listing on www.venuesearch.co.za.

VENUESEARCH.CO.ZA

Complimentary listing on the www.venuesearch.co.za website, the web based resource tool used by EON members to source event venues and services.



Member activity to end October 2018 resulted in:

- 44 404 visitor sessions
- 97 000 pages



BANNER DISPLAY MARKETING

The EON member webpage www.eonetwork.co.za attracts more than 30 000 user sessions which generate over 150 000 page views per annum

The homepage, upcoming events page and the showcase pages attract the most visitors to the site and are ideal locations for venues and event services to capitalize on brand display marketing.



MEMBER UPDATE NEWSLETTER

- 6 400 accredited buyer readers.
- Monthly distribution
- Banner display advertising opportunities
- Content
 - Venue & Event Services feature articles
 - Venue experience peer reviews
 - Special rate promotions
 - Competitions and other initiatives



The Event Organisers Network

A division of the Africa Conference Directory

Director: Wayne Steven-Jennings (Managing)

PO Box 782902, Sandton, 2146

Tel: +27 (0)11 781 4800

E-mail: info@eonetwork.co.za

15 Linze Rd, Bordeaux, Randburg

Fax: 086 670 0851

Web: www.eonetwork.co.za