

MEDIA RELEASE

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BACD MERGER WITH EVENTIA FINALISED

The merger of the British Association of Conference Destinations (BACD) with the trade body Eventia was finalised on 1st January 2009. BACD ceased formal trading on 31st December 2008 and will be registered as a dormant company once the audit of its accounts has been completed.

The 55 destination marketing organisation (DMO) and national tourist board (NTB) members of BACD have become partner members of Eventia, taking the total membership of Eventia well past the 300 mark for the first time. The former BACD members will see their existing membership benefits preserved and a range of new benefits and services added, including new networking opportunities, participation in awards events, enhanced information on regulatory issues, strengthened lobbying and representation, additional research activity, and provision of increased education, training and professional development opportunities.

Affiliate members of BACD (venues, educational institutions, consultants, trainers, exhibition organisers, etc.) are being invited to join Eventia in the appropriate partner category as their membership renewals fall due.

The staff of BACD have all become employees of Eventia, providing an Eventia staff structure as follows:

- Izania Downie – CEO
- Tony Rogers – Project Director
- Tracy Johnson – Marketing Services Director
- Sarah Malkin – Communications Manager
- Harpreet Tumber – Membership & Marketing Services Executive
- Philippa Smith – Finance & Administration Assistant

Zoë Brown will join the Eventia staff at the beginning of February as Events & Marketing Executive, initially on a limited term contract.

Details of Eventia's programme of education, training and networking events for 2009 are being finalised and can be accessed on the Association's web site (www.eventia.org.uk).

Izania Downie commented: *"These are exciting times for Eventia, despite the challenges and difficulties posed by the global economic slowdown and credit squeeze. We are delighted to welcome the DMO, NTB and Affiliate members of BACD into Eventia membership and very much look forward to their active participation and to the contributions that they will make to the future development of Eventia. We genuinely see their advent into membership as a win-win as they put their unique knowledge of British destinations at the disposal of Eventia's agency members and closer working relationships are nurtured for the benefit of all."*

Patick Collins, Eventia Chair, said: *"With this new team structure in place, Eventia and its members now benefit from the strongest team the association has ever seen. Izania Downie, CEO, will still remain as the face of the association as well as being in overall control of the management team and driving forward the strategic direction of the association. Tony Rogers' strengths and enormous experience can be maximised in supporting previous BACD members and further developing our educational programmes. Tracy Johnson will now be effectively managing the rest of the team and the day-to-day running of the office."*

E N D S

Note for editors:

About Eventia

Eventia is the trade body representing organisations that provide business solutions through the use of events. It's the hub for conference and incentive travel organisers, live communications agencies, producers of experiential marketing activity, performance improvement programmes and corporate hospitality – as well as suppliers of services to these event management companies.

Visit our website: www.eventia.org.uk