AUSTRALIA'S FASTEST-GROWING EVENT TECH COMPANY

ARRIVES ON THE GOLD COAST

GOLD COAST, 28TH SEPTEMBER, 2022:

HeadBox - Australia's fastest growing event-tech company goes live on the Gold Coast following six successful city launches across Australia in the last year.

Originally founded in Britain and brought to Australia by local entrepreneur Ali Lord, the platform is described as the 'Bumble for events', matching event organisers with suitable venues, with almost 3000 available spaces. Through their proprietary software, HeadBox provides high-quality event briefs for venues to reach out to proactively.

Live in six cities, HeadBox's software is being utilised by venues to attain new business. Iconic hospitality group, Hallmark, has been securing high-quality events through the platform since November 2021 for five of their Brisbane venues. Senior Sales Manager, Luke Mellers, says the lead-generating software has brought the company invaluable contacts and revenue.

"Lead Feed has been a game-changer for our team. It is a proactive way for us to fill up our event calendar. The technology generates quality leads and connects us with new bookers who are looking for an event space. With the help of Lead Feed, we have matched with almost $300,000 worth of events within the first four months."
Mellers said that he's excited about HeadBox's expansion to the Gold Coast where Hallmark has six venues.

"After seeing such success for our Brisbane venues, our Gold Coast venues are ready to jump on board in time for peak season. We have already signed up all six of our venues ahead of the HeadBox's launch on the 28th September" says Mellers.

CEO of HeadBox, Ali Lord, said that Gold Coast was chosen as the next city to launch because of its high demand among corporate and social bookers. The city offers a wide range of event spaces from renowned hotel groups to unique beachside bars.
According to Business Events Gold Coast, as of September 2022, the Gold Coast has already seen a 25.5% increase in confirmed Business Events for FY23 in comparison to FY22.

Lord says; “we are constantly iterating our proprietary tech to provide a first-class solution for venues to boost their digital exposure through our 3D virtual tours, and increase their revenue through our Lead Feed product. We’re excited to see our platform and team support both venues & event bookers on the Gold Coast.”

HeadBox offers a Corporate-solution whereby they partner with organisations to provide their innovative technology and experienced Events team to assist in the execution of annual event schedules. The HeadBox Events team act as an extension of corporates’ teams in supporting them to find the right venue and suppliers for their event. HeadBox’s software enables companies to track and manage their event spend on a local and national level, providing visibility of spend and savings.

-ENDS-

In 2018 HeadBox was shortlisted in the Sunday Times Tech Track 100 “Ones to Watch” and in 2019 was placed #9 in Startups UK’s Top 100 Startups.

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About HeadBox

HeadBox is Europe’s fastest-growing event technology company and has recently expanded to Australia. On a mission to reinvent the global events industry through technology by helping businesses unlock brilliant events through human-kind event tech. It was placed #9 in Startups 100 2019 track.

Product Overview

● headbox.com, the venue listing platform, enables any individual to find their perfect venue, with over 18,000 spaces across Europe and Australia to choose from.

● HeadBox Business software enables organisations to plan, build, manage and track their entire meeting and events programme all-in-one place and is used by hundreds of global brands such as Dentsu, Skyscanner and HerbertSmithFreehills

● HeadBox for Hosts, is an ecosystem of products designed to deliver high-quality bookings to the venues listed on the HeadBox platform. This includes HeadBox 3D, their virtual venue tours, and Lead feed, their proactive lead generation tool for venues.