

“A recession is an economy correcting itself. It does not mean we are falling off the edge of a cliff.”

Dennis Turner, chief economist,
HSBC, Media Week, October 7, 2008

Event Buddies Is Expanding!

February is marked by the arrival of 2 new staff within Event Buddies team.

After having worked 15 years both nationally and internationally

In tourism and marketing, Penelope

Stewart is our



New Client Relationship Manager. CALL HER!

Event Buddies organizes its own events for its charity as well as for clients.

Thus, with 5 years of



experience in the industry and more than 300 events in her portfolio, Natalie Dzyabenko leads the events part of the company.



Are you an Innovator?

For this second issue of BuddyNews, we make the point on innovation. Are you an innovator? You'd better be if you want to survive!

Those that fail to innovate are at best standing still, while those receptive to any event, realistically aware of challenges and prepared to make things happen will in the end be successful, says Peter Westfield, Chair of Australian Innovation Festival.

Max McKeown, consultant and researcher on the field of innovation strategy, simply refers innovation to a new way of doing something. It may refer to incremental, radical, or revolutionary changes in thinking, products, processes, or organizations. A distinction is typically made between Invention, an idea made manifest, and Innovation, ideas applied successfully. Innovation improves quality, creates new markets, reduces costs and plays an important role in development.

Up to Peter Westfield, innovation is the lifeblood of today's companies and the key to national economic success. Governments understand the impact this has on the growth and competitiveness of a country and do encourage innovation and entrepreneurship in order to provide lasting economical benefits.

People can make money or make excuses. There is no room for both!

At Event Buddies we have an inspirational brain. We were born creative, enthusiastic, and believing everything is possible. YES indeed we were born right brained! Industry professionals and the press emphasize this character trait and it is not by chance if Event Buddies is cited in MICE.NET magazine February issue under the innovators' section.

ARE YOU AN INNOVATOR? What about you and your company? Are you the type of person or organization that will take the risk to jump into implementation when you seize new opportunities? Are you eager to try new ideas, products, and processes? What about the events industry? Does it regularly propose new solutions adapted to your needs. Do the instances work adequately to encourage innovation? Should MEA organize a special award about innovation?

ACT NOW! Tell us what you are doing today to innovate and make things happen. Share your thoughts and experiences on Event Buddies Blog, www.eventbuddies.com.au/EBBlog



Event Buddies in MICE

Next MICE NET magazine issue will showcase an exclusive interview of Angie Cleone, Director of Event Buddies. Keep your eyes peeled and get the latest info about Event Buddies and the Cure!



A Word from the Boss

"I am happy to start 2009, expanding the business and being with people with such a positive state of mind! Great events are on the calendar, wonderful times ahead for the charity. I can't wait to spend this time with you all!"

XOXO. Angie

Spotlight!

Every month, Buddy News will put the spotlight on one Event Buddy. This month let's spot the light on... Aida!

Aida, Can you tell us a bit about your background? Scientifically trained at Sydney Uni, I joined corporate sales and marketing with a German multinational company and did product development across many industries...cosmetics, plastics, packaging and printing, car finishes, architectural finishes; I recently graduated of a School of Colour and Design: I am now officially a Jewelry Designer due to launch new designs in 2009.

How and why did you become an Event Buddy? Angie checked me out at the Boatshed Christmas party and liked how I networked (mingled). We talked later, just before Christmas and I was very happy to become involved with Event Buddies. In early January, Angie and I met to discuss things in more detail and once I understood the fundraising side of the business more, I was definitely IN!



What's your daily occupation? I do sales and marketing for a global company. I am also an entrepreneur, a jewelry designer and... full time mum!

What is amazing about Event Buddies? It provides the key to an event being amazing as opposed to just ok, or even "good".

What value would you add to an event? It is a very natural part of my being to facilitate networks between people, so much that until Event Buddies pointed this out, I took it for granted. The very fact that I don't have to force this, I see being a big advantage to Event Buddies and their clients. Everyone enjoys themselves.

What are your passions? Colour, design, the outdoors, anything to do with the water (most recently sailing), travelling, food, and above all: positivity!

Upcoming Events

Event Buddies Networking Lunch @ the Boat Shed

Ladies and Gentlemen, Event Buddies is happy to meet you up on Thursday 26 February in the Blue Room of the Boat Shed. You are invited to join us for a networking lunch and learn more about Event Buddies!

RSVP by telephone.

Event Buddies Networking Lunch at the Boat Shed, 80 McDougall Street, Milsons Point, NSW 2061.

Event Buddies For A Cure | Fundraising Dinner

Come and join Event Buddies For A CURE fundraising dinner at Hilton Sydney in April. Expect good food and amazing entertainment. Exciting items will be auctioned in order to raise money and awareness for cancer stem cell research. Contact natalie@eventbuddies.com.au for more details.

Event Buddies Australia Pty Ltd
A.B.N. 77 127 465 383

p PO Box 720 Milsons Point NSW 1565

t 02 9460 0699 **f** 02 9929 6471

e info@eventbuddies.com.au **w** www.eventbuddies.com.au

