

Events Authority Launch a hit

For March 31, 2010: Award winning multi-location corporate travel agency, The Travel Authority, celebrated the launch of its latest division, The Events Authority, in style at one of Sydney's stunning waterside locations Doltone House.

More than 100 high profile industry and corporate identities attended the glittering launch celebration and were entertained by The String Divas and Opera by Disguise. Well known MICE specialist Shelly Page, the General Manager of The Events Authority, said client reaction to the expanded services and launch of The Events Authority had been tremendous.

"Our clients want a sophisticated and integrated solution and The Events Authority meets that need," Ms Page said.

"Our launch provided an opportunity to work with the team at SMA Productions in designing and producing a show to entertain, surprise and inform our clients and preferred partners, whilst providing an appropriate showcase for us to introduce the entire Events Authority team. A particular highlight for me was when people realised that our keynote speaker in the guise of Marco De Angelo, an International Events Consultant, was not quite who he seemed, as the show unfolded many more surprises were revealed and the look on people's faces was magic!"

Ms Page brings over 12 years of international experience and expertise in the MICE industry to her role, having worked across Europe, Asia-Pacific and the Middle East. She has organised conferences and events across a variety of sectors including the finance, telecoms, pharmaceutical, and automotive industries. Ms Page joins The Events Authority from a senior role in the Middle East heading up the events division for an international airline.

Managing Director Peter Hosper said the decision to add The Events Authority to The Travel Authority's award winning portfolio of specialist divisions, The Holiday Authority and The Cruise Authority, was an easy one.

"Our approach is to listen to what our clients want and then provide them with a tailored solution driven by our team's superlative expertise, initiative and knowledge."

"The decision to establish The Events Authority was prompted by feedback by many of our corporate clients looking for an one-stop, sophisticated solution, and the initial response from existing and new clients shows now is definitely the right time for us to be investing in this expansion."

The Travel Authority (www.thetravelauthority.com.au) is a proud corporate member of Australia's most respected travel agency network, Travelscene American Express, winner of the prestigious Australia's Best Travel Agency Group in 2006 and 2008. The Travel Authority can be contacted on 1300 WE KNOW (93 5669) or weknow@thetravelauthority.com.au.

MEDIA CONTACT: David Mair, REPUBLIC, 0416 18 18 76 or LJ Loch, REPUBLIC, 0439 633 429