



# New conference portal launched

A dedicated conference portal has been launched. Called Conference Bay, the new site has been funded by private investment and seed money from Spring Singapore and other financial help from EDB. It is the first portal to allow users to book directly online and make a bid for seats at conferences, which is a revolutionary idea. Conference Bay provides a complete overview of all conferences, organised by topic and location in the Asia Pacific region.

Arnout Mostert, Founder and CEO of Conference Bay, said, "Conference Bay is a professional and dependable marketing channel that makes visiting, organising and speaking at conferences a more pleasant experience. We offer an easy and reliable online booking and bidding platform – a first in the industry which makes Conference Bay the ideal online meeting place for conference organisers, delegates, speakers and senior HR managers."

They launched the site with a nice PR stunt using fold-up chairs which Red Card and Fulford PR cleverly organised in hawker centres and other outlets.

