

24 August 2022

BESydney Building Back Best

Business Events Sydney (BESydney) is pleased to announce two new senior appointments in the Client Engagement – Association team commencing 24 August. Tina Eggers has been appointed Head of Industry and Emma Mogus appointed Senior Client Engagement Manager.

Tina brings 25 years of sales experience in the events industry. Most recently Tina held the position of Director of Business Development and Marketing at The Venues Collection, responsible for developing the sales and marketing strategy for Watersedge at Campbell's Stores. Prior to that Tina worked as Senior Manager Business Development – National at the International Convention Centre Sydney (ICC Sydney), responsible for building, training and leading the national association sales team.

Emma brings close to 20 years' experience in event delivery. Most recently Emma held the position of Director Operations at one of Australia's leading professional conference organisers, ICMS Australasia, responsible for securing, planning and delivering large association events. Prior to this, Emma worked at the Sydney Convention & Exhibition Centre, focused on event delivery of large international and domestic events.

Both Tina and Emma are very experienced professionals, bringing strong networks of clients and industry peers across the Association sector, which will greatly benefit the Association team as they engage industry, academia and Government to identify global business events aligned to NSW priority sectors and Lighthouse precincts, to promote trade, investment and talent attraction outcomes.

BESydney Executive General Manager Client Engagement, Kristian Nicholls said, "We are so excited to have both Tina and Emma join our team – each bringing a wealth of experience and knowledge to our organisation. Importantly they are also a perfect fit with our client focused and agile culture. It is such an exciting time to be joining BESydney as we build back best - and that means attracting the best talent to join our existing high-performing team for the next stage of BESydney's journey".

For more information about BESydney go to besydney.com.au.

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About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney, and industry.