



Media Release

Tighter Timeframes and Budgets Drive New Business Events

March 2012: Australian business events are becoming shorter and more cost conscious. This is driving change in the industry, says Victor Pisapia, Director of VictorsFood. "We hear it more and more from industry colleagues, and clients. They need to deliver company conferences in a shorter timeframe, with more focus on value-for-money and they still want a 'Wow' factor."



This is echoed by Scott Cooper, Conference Sales & Marketing Manager at SMC in Sydney. "Delegates are time poor, yet organisers would still rather maintain valuable face-to-face engagement that comes from a traditional physical event, rather than digital alternatives such as webinars." According to Cooper, this adds to the pressure to get the mix right.

In response to these demands, companies like VictorsFood are creating new products. "We developed new formats for our team cooking events," says Pisapia. Power Pizza delivers in 2.5 hours, from making the dough and salads to eating the meal. In the MasterChef Stage Show, a small group cooks for the whole team in a competitive 1 hour event. According to Pisapia, the shorter timeframes help keep the costs down as well.

Pisapia adds, "We still have to deliver top results, as we guarantee that. Like all of our events, 'Power Pizza' and 'MasterChef Stage Show' suit any size group, anywhere, so we do these with teams across Australia, allowing companies to choose more affordable destinations. And the CFO loves it because you get a great meal, and it's deductible as training."

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Editor's Note – VictorsFood is one word; no spaces and no punctuation.

About VictorsFood

VictorsFood is Australia's ultimate food experience company.

We create memorable, interactive team building, cooking parties, cooking classes, corporate events, international food tours, Australian regional food tours and market tours so people learn, have fun and eat well.

Our online shop and secure PayPal checkout give you the chance to find and enjoy top quality gourmet food, corporate gift hampers, gift certificates, gift vouchers and cookware.

We also offer professional services in food consulting, training, food coaching, demonstrations and presentations. As part of the principle of eating well, VictorsFood encourages the use of sustainable practices in everyday lives by supporting minimal food miles and local growers.

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