



PRESS RELEASE

6 July 2009

Tour Hosts + The Meeting Planners = arinex

From **7 July 2009** **arinex** pty limited will be the new name for the businesses formerly known as Tour Hosts and The Meeting Planners.

arinex has been born out of combining the talents and know-how of two highly successful organisations in the meetings industry, Tour Hosts and The Meeting Planners. It is the combination of two businesses rich in a heritage of success, professionalism and enduring relationships.

Roslyn McLeod, Managing Director of **arinex** explains the new name and the new business structure. "In such a creative and evolving industry on-going success will not come from standing still. We have recognized that changing demands require us to reinvent how we service our clients.

Our solution is to blend our two organisations together to form a strong dynamic operation with three fully resourced offices in Sydney, Melbourne and Brisbane. This enables us to provide a truly personalised service throughout Australia.

Our passion is to deliver beyond the expectations of our clients. We want to give our clients more than just ordinary experiences. We want to work with them to deliver imaginative, inspiring events that endow them with a legacy of exceptional results. Our mandate is to be **architects** of **inspiring experiences** hence the evolution of the name."



Interview with Roslyn McLeod, Managing Director, **arinex** pty limited

Q: Roslyn, what prompted a change of name and structure?

A: Evolution. We work in a business where we are always focused on the years ahead and I thought it was time for a change and our executive management teams in both companies agreed.

Q: Why the name arinex?

A: Good question. We wanted a name that all the stakeholders could own, a name that was their choice. Both our names have served the businesses well over the years but they are also restrictive.

Our companies have been growing, undertaking research and development, recruiting some terrific talent from different disciplines and work experiences that can add value in what we can deliver to our clients and we wanted a fresh name that showcases the new generation of talent and skills and diversity of services that we offer.

Q: What does arinex mean?

A: **arinex** is a word we created to define our vision. It stands for architects of inspiring experiences. **ar** for architects, **in** for inspiring and **ex** for experiences.

When we set-out to create this new brand, we were focused on not just implementing a name change, but focusing on the outcomes that we want to deliver to our clients and staff. Through this branding process we defined that we really want to be creating and delivering inspiring experiences to all our clients. We then took this one step further and discussed the synergies of our business with an architect. Conference and event management is about more than just administration, a successful event demands a strategic and creative team. It was “architects of inspiring experiences” that we decided on as our vision and the word arinex was developed from this.

Q: What changes will there be in the management of the new company?

A: I (Roslyn McLeod) will be managing director, Karine Bulger will be the Executive Manager for Southern Operations and Business Development, Inge Garofani is Executive Manager for Eastern Operations (Sydney and Brisbane) and Specialist Services while Daniel Branik is Executive Manager, Technology and Lorraine Di Vito is Executive Manager, Administration. We have a strong, established and stable team to carry us into the next decade. There are a number of stand alone business units within the company and each of these has its own manager.

Q: What will your suppliers think of this new development?

A: We really have some terrific supplier partnerships and with the growth of our business they are all benefitting so I expect they will be very happy to help us build more successful conferences and events into the new decade.

Q: This is a trend setting company so what follows next?

A: Yes you are right. We are not stopping with our new brand. We are implementing a fresh approach to our business, there will be a cultural shift and a stepped up focus on living up to our mantra **ar**chitects of **in**spiring **ex**periences. Research and development is imperative as we rise to the increasing technological demands and we expect to unveil some really exciting improvements when the new decade dawns.

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Company description:

arinex provides a quality total solution meetings and events management service to associations, governments and corporate organisations. **arinex** offers strategic support and creative implementation over a vast array of business events – as a PCO (Professional Conference and Exhibition Organiser), a DMC (Destination Management Company), a Housing Bureau, Event and Technical Production, a Special Events Company and a Language Services provider.