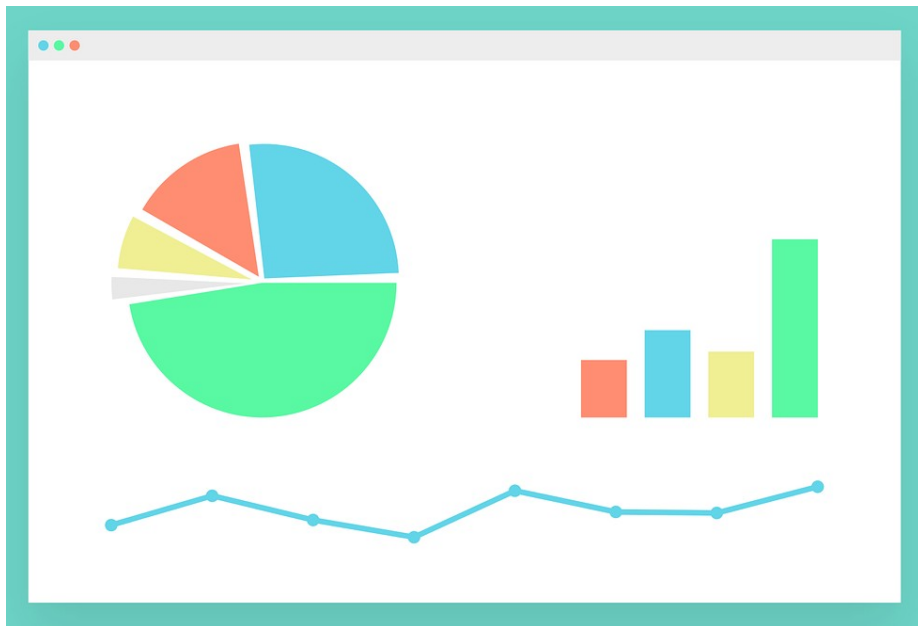




EVENT
PLANNER
NEWS



Media Kit 2022
September Update

About the founder, Robert Toovey

Towards the end 2019, I asked myself, what can I do to support the events industry, can I making the process of finding content less time consuming and less frustrating? Is there a way of bringing content from the events industry all in to one place?

During the various Covid 19 lockdowns, I spent as much time as possible creating and refining the various systems needed to make the project work. By mid 2020, the first version of the website was launched.

I am self-taught in website design and programming. I have built Wordpress based websites for clients and custom websites from scratch. I'm also a blogger, podcaster and a keen student of social media. In my spare time, I like to cook, take very long walks and read – in particular science fiction and the early history of computing.



Though it's my first business, and my first time as a founder, I has gained much experience along the way. But I know that I have much more to learn. I am grateful to all those who have contributed their thoughts and ideas to my projects, supporting me to make my ideas a reality.

My direct email is bobtoovey@gmail.com. You can also connect with me on...

- [LinkedIn](#)
- [Twitter](#)
- [The Bullet List Show](#)

I am more than happy to take part in podcasts and video's, discussing social media, blogging and content promotion.

About Event Planner News

Finding content on the Internet has become more and more difficult as content continues to expand. According to a recent report, there are 4.4 million new blog posts published everyday across all platforms. With that amount of content out there, it can be difficult to find what you are looking for. Another obstacle is that many small businesses lack advertising budgets for promoting their own content.

Event Planner News mission is to discover content from the event industry and bring it all to one central place. We aim to speed up the process of discovering what's new and to ensure that the content is always relevant.

This is what makes Event Planner News unique in the events industry. It's the only website portal discovering and sharing content, from the biggest companies to the smallest businesses.

The database of aggregated content currently contains over 57,000 URL references. Therefore, the website has over 57,000 pages.

► Visit [the main website](https://eventplannernews.com/) featuring aggregated content - <https://eventplannernews.com/>

Aggregation is not the only thing I do, I also share curated content on the EPN blog. For example...

- *Curated lists of most followed Twitter accounts*
- *Latest industry videos from YouTube & new podcast episodes*
- *Press releases & guest posts*

► The [EPN blog](https://blog.eventplannernews.com/) with curated content - <https://blog.eventplannernews.com/>

However, I aim to do more by supporting individuals, groups and companies that...

- *encourage diversity, equity and inclusion.*
- *provide mental health and wellbeing services*
- *working towards a sustainable future*

Become a supporter of Event Planner News

Event Planner News is advert free, which means there are no outside influences.

Therefore it remains an independent source of what's happening in the event industry.

You can help to keep it this way by becoming a supporter.

From as little as £5 a month, you can access bonus content and take part in future events. You'll also be mentioned in the monthly report on the blog, where I share how the site is doing and popular posts from the previous posts. For the different levels of memberships and their benefits, take a look my Ko-Fi page...

[Click here to become a sponsor](#)

With your support, I will build Event Planner News in to a resource that will benefit all aspects of the event industry.

Event Planner News Supporters

- [Digidex](#)
“At Digidex we strive to modernize, de-carboinze and future proof the latent part of the sales process: Prospects-to-Leads. A seemingly small step, but a significant one!”
- [EMN Staffing Group \(Waiting Staff London\)](#)
“We are working closely with the finest caterers, event planners, hotels, restaurants, event venues, country clubs, and more. We deliver experienced, courteous, and reliable service excellence from small private parties to large scale events.”
- [i3Events](#)
“We are a conference, event, and incentive planning agency working worldwide from Chicago. We’ve won awards, traveled the globe, and are always in the pursuit of the perfect attendee experience.”

Social Media Channels

I am constantly working on EPN's presence on social networks. Currently the main focus is on Twitter, LinkedIn and Facebook.



[LinkedIn](#)

468 followers



[Twitter](#)

1063 followers



[Facebook](#)

57 followers, 40 page likes

Statistics & Demographics

Last quarter 2021

	October	November	December
Users	1,432	1,230	1,154
Sessions	1,689	1,479	1,402
Page views	2,784	2,466	2,620
Top locations	USA 22.42%	Indonesia 31.36%	USA 31.89%
	Hong Kong 22.21%	USA 29.65%	Indonesia 28.94%
	Indonesia 16.41%	UK 8.69%	UK 7.19%
	UK 9.50%	Russia 5.04%	Russia 5.37%
	Russia 4.19%	China 3.41%	China 2.95%
Age range	18 to 24 15.15%	18 to 24 18.14%	18 to 24 17.73%
	25 to 34 39.77%	25 to 34 34.07%	25 to 34 37.09%
	35 to 44 17.05%	35 to 44 19.91%	35 to 44 24.14%
	45 to 54 15.15%	45 to 54 16.81%	45 to 54 15.76%
	55 to 64 8.71%	55 to 64 5.75%	55 to 64 8.78%
Gender	Female 63.57%	Female 62.13%	Female 58.77%
	Male 36.43%	Male 37.87%	Male 41.23%

First quarter 2022

	January	February	March
Users	1,227	1,106	2,831
Sessions	1,442	1,332	3,175
Page views	2,276	2,608	5,160
Top locations	USA 36.40%	Indonesia 35.17%	Sweden 34.96%
	Indonesia 33.06%	USA 23.78%	USA 17.09%
	UK 8.55%	UK 13.38%	Indonesia 14.80%
	Russia 3.26%	Russia 4.97%	Norway 8.40%
	India 2.52%	India 3.25%	UK 5.83%
Age range	18 to 24 19.16%	18 to 24 22.04%	18 to 24 10.56%
	25 to 34 28.14%	25 to 34 24.73%	25 to 34 27.29%
	35 to 44 28.74%	35 to 44 27.96%	35 to 44 21.65%
	45 to 54 17.96%	45 to 54 13.44%	45 to 54 31.34%
	55 to 64 5.99%	55 to 64 11.83%	55 to 64 4.40%
Gender	Female 63.57%	Female 54.8%	Female 40.35%
	Male 36.43%	Male 45.2%	Male 59.65%

Second quarter 2022

	April	May	June
Users	4,957	4,419	4,213
Sessions	5,682	4,714	4,562
Page views	9,201	6,668	6,186
Top locations	Norway 24.22%	Norway 49.86%	Norway 45.67%
	Sweden 21.32%	U.S.A. 15.07%	U.S.A. 16.37%
	U.S.A 13.80%	Sweden 5.57%	Sweden 9.50%
	Nepal 4.96%	Indonesia 5.54%	Indonesia 9.36%
	U.K. 3.87%	U.K. 3.78%	U.K. 3.72%
Age range	18 to 24 5.09%	18 to 24 8.46%	18 to 24 6.44%
	25 to 34 17.88%	25 to 34 14.39%	25 to 34 7.20%
	35 to 44 27.97%	35 to 44 33.29%	35 to 44 18.56%
	45 to 54 40.66%	45 to 54 22.99%	45 to 54 61.27%
	55 to 64 3.30%	55 to 64 19.18%	55 to 64 6.53%
Gender	Female 26.18%	Female 28.37%	Female 56.64%
	Male 73.82%	Male 71.63%	Male 43.36%

Third quarter 2022

	July	August	September
Users	4,144	4,652	
Sessions	4,469	4,972	
Page views	5,504	6,251	
Top locations	Norway 44.30%	Norway 52.53%	
	U.S.A 16.71%	U.S.A. 15.23%	
	Indonesia 11.65%	Indonesia 6.51%	
	Sweden 9.81%	U.K. 4.47%	
	U.K. 3.71%	Czechia 2.96%	
Age range	18 to 24 7.73%	18 to 24 4.43%	
	25 to 34 9.24%	25 to 34 9.20%	
	35 to 44 23.31%	35 to 44 34.87%	
	45 to 54 18.58%	45 to 54 11.07%	
	55 to 64 9.99%	55 to 64 27.88%	
Gender	Female 22.97%	Female 22.73%	
	Male 77.03%	Male 77.27%	

Sponsorships & Partnerships

The Bingo Ball Event

I am proud to have sponsored The Bingo Ball Event which was organised by the 2022 Fast Forward 15 mentees . It was a fund raising event in aid of MindOut, a mental health charity supporting the LGBTQ community in the UK.

The event took place on March 8th 2022 at ExCel London.

You can find more about this event by [visiting Fast Forwards Website](https://fastforward15.co.uk/ff15-presents-the-bingo-ball/) - <https://fastforward15.co.uk/ff15-presents-the-bingo-ball/>

FAST
FORWARD 15 PRESENTS



How to get in contact

You can get in touch with Event Planners News by any of the following options...

- Event Planner News website contact form - <https://blog.eventplannernews.com/contact-eqn/>
- Twitter - @EventPlannerNws - <https://twitter.com/eventplannernws/>
- LinkedIn - <https://www.linkedin.com/company/event-planner-news>
- Facebook - <https://www.facebook.com/eventplannernews/>
- Email - mail@eventplannernews.com
- Bob Toovey's personal email - bobtoovey@gmail.com