

# Josh Dry

**Business Development Manager at ShowGizmo**

Wellington, , NZ

Josh is the Business Development Manager at SmartShow Ltd who mobilise events with their event app ShowGizmo

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## Description

Having finished studying Marketing, Management and Psychology at Otago University in 2009, Josh quickly moved into an entrepreneurial space by starting a Student Tax Return company and 1-Night.co.nz (New Zealand's premier festival ticketing agency).

He now leads the marketing and sales activities for SmartShow " taking ShowGizmo to the world, on- and off-line including organising Event Camp DownUnder and Event Camp MiddleEast for the past two years. Josh strongly believes in sustainable practices and prides himself in being green. He is very interested in high tech, innovation, marketing, social media and anything New Zealand.

Josh travels with ShowGizmo to Events to talk on Social Media, Events Marketing as well as Event Technology focussing on Mobile Event Apps, their evolution, how best to deploy them at your events and where they are headed.

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## Availability

Keynote, Panelist, Workshop, Host/MC

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## Industry Expertise

Events Services, Social Media

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## Topics

Event Apps, Social Media, Event Marketing, Event Technology, Hybrid Events

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## Affiliations

ShowGizmo

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## Sample Talks

### The Evolution of Event Apps

Where Event Apps have come from? What they used to be and why they are evolving.  
Where they are headed to and why they cannot be ignored for you events.

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## Past Talks

**@Your next Event - more than a #hashtag**  
Meetings & Events 2012

**Event Apps are Future Focussed**  
Perth Event Show 2012

**The Evolution of Event Apps**  
Event Camp Middle East 2012

**Corporate Blogging**  
Social Media Masters Forum 2012

**Event Social Media Concierge + MC**  
Event Camp DownUnder 2012

**Young Innovator: 1-Night.co.nz Case Study**  
Inspiring Stories/ Festival of the Future

**Hybrid MC and Social Media Concierge**  
Event Camp Middle East 2013 at GIBTM

**19 things I have learnt about the Events Industry so far**  
GIBTM

**How Social Media and Event Technology enhance the events experience**  
Convene 2013

**Event Camps: the new hybrid event model**  
etouches webinar sessions

**Don't Panic! Event Technology that adds value**  
Perth Event Show 2013

**Event Technology Presentation**  
Event Planning and Management Paper

**Tips to Increase Event App Uptake**  
Etouches Webinar series

**an app case study: ShowGizmo**  
iSE Gathering 8

**Latest trends in event apps**  
Event Technology Masterclass

## **Presentation on Event Apps in a Technology Panel**

CINZ - Emerging Talent

## **How Event Apps have taken the Events Industry by storm**

Australian Direct Marketing Association: Global Forum

## **Using Technology to increase Member Engagement**

Weblink International Webinar Series

## **Latest in Event Tech**

Social Buzz

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## **Education**

### **Otago University**

Bachelor of Arts and a Bachelor of Commerce Marketing, Management and Psychology

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## **Accomplishments**

### **EEAA Young Star Finalist 2012**

The Richard Geddes Young Achiever category attracted a strong field of impressive young people in 2012 with outstanding capability in event operations, show management, social media and marketing.

The Exhibition and Event Association of Australasia (EEAA) is the peak association for the exhibition and event industry, representing organisers, venues and suppliers.

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