



2026 Event Prospectus

Focused Outcomes

Connecting Hotel Leaders.
Creating Commercial Success.

80twentyhotelmedia.com

80 Twenty Hotel Media continues to build meaningful industry connections through a suite of exclusive, invite-only events designed to engage senior hotel leaders, owners, and commercial decision-makers across Australia, New Zealand, and the United Kingdom.

Our 2026 Event Series introduces three signature event styles, each carefully curated to foster genuine relationships, share commercial insights, and spark collaboration without the sales pitch.

EVENT STYLES

BOARDROOM LUNCH SERIES

Exclusive, invitation-only General Manager boardroom sessions designed to foster open dialogue, leadership learning, and genuine connection among senior hotel leaders. Hosted over a two-course lunch with a high-profile guest speaker, these sessions provide a confidential environment to share leadership and commercial insights. Each event is personally curated by 80 Twenty to match sponsors with engaged GMs, ensuring meaningful relationships and tangible advocacy outcomes.

BREAKFAST SERIES

Larger-scale, leadership-focused breakfast events held in major city centres, connecting General Managers, Directors of Sales, Marketing, and Revenue, and senior commercial leaders. These high-energy, two-hour sessions feature facilitated discussions, guest speakers, and networking — designed to strengthen supplier partnerships and inspire innovation before the working day begins. With up to 50 participants and multiple sponsors, the Breakfast Series delivers broad brand visibility alongside quality engagement.

OWNERS WORKSHOP SERIES

Regional workshop-style forums created specifically for accommodation and park owners seeking practical growth strategies and operational efficiency. Each session features live Q&A, case studies, and peer discussions focused on scaling, automation, and smart technology. Tailored to time-poor owners, the series provides actionable frameworks and fosters collaboration across regional markets in Australia and the UK.

Each event is delivered in partnership with a select group of sponsors and industry collaborators, with all invitations extended personally by Managing Director Sandra Swatton on behalf of 80 Twenty.

FOCUSED CONNECTION FOR HOTEL LEADERS

The 80 Twenty Boardroom Lunch Series is an exclusive, invite-only event for General Managers from leading hotels across Australia and New Zealand. Each luncheon creates space for open, strategic conversations with peers and partners who understand the realities of hotel leadership.

Curated by the 80 Twenty team and hosted by Managing Director Sandra Swatton, the sessions deliver meaningful, results-driven discussions on leadership, technology, and market challenges.



FORMAT

A three-hour executive boardroom held over a formal lunch, featuring:

- Welcome drinks and a two-course meal in a premium hotel venue
- High-impact guest speaker
- Supplier insights panel discussion on hot topics relevant to the industry
- Curated seating plan to foster purposeful networking and collaboration
- Facilitated conversation led by Sandra Swatton

AUDIENCE

- Hotel General Managers only (strictly by personal invitation)
- Representation from leading brands, independent hotels, and serviced accommodation providers

Maximum Sponsors: 3

Attendance: Approx. 25-28 participants (including sponsors)

BUILDING NETWORKS OVER BREAKFAST

Launching in 2026, the 80 Twenty Breakfast Series brings together hotel leadership teams and commercial decision-makers in an energising morning environment designed for meaningful connection before the working day begins. This is a sit-down session, following the same curated format as the Boardroom Lunch Series, with facilitated discussions and networking — just held in the morning.

OUR COLLABORATIVE EVENT PROCESS

Each Breakfast Series event is carefully planned in collaboration with sponsors and venues, ensuring every detail, from guest selection to facilitation, drives purposeful engagement and measurable outcomes. At 80 Twenty Hotel Media, every event is delivered through a structured and collaborative process designed to ensure each session meets partner objectives and delivers measurable engagement results.

- 1. Pre-Event Collaboration** - Each partnership begins with a discussion on event goals, attendee profiles, and success measures for each location.
- 2. Target Audience Alignment** - We align sponsor target lists with the 80 Twenty database using a three-tier system (Tier 1, 2, 3) to ensure we reach the right mix of decision-makers and influencers.
- 3. Personalised Invitations** - Invitations are personally extended by Managing Director Sandra Swatton, supported by phone calls and LinkedIn follow-ups.
- 4. RSVP & Attendance Management** - We oversee the full RSVP and confirmation process to secure high-quality attendance and consistent sponsor visibility.
- 5. Event Delivery & Post-Event Reporting** - 80 Twenty manages all event logistics, facilitates introductions, and provides sponsors with attendee data and insights for follow-up engagement.

FORMAT

A two-hour breakfast session (7:30 AM – 9:30 AM) featuring:

- Networking over a plated or buffet breakfast
- A keynote address or expert panel discussion
- Structured seating to encourage introductions and sponsor advocacy
- Facilitated dialogue led by Sandra Swatton

AUDIENCE

- Hotel General Managers (2 per property)
- Directors of Sales, Marketing, and Revenue
- Cluster and Area Commercial Teams
- Maximum Sponsors: 4
- Target Attendance: 50 guests

BREAKFAST SERIES — SAMPLE RUN SHEET

TIME	ACTIVITY
6:30 AM	Arrival tea, coffee & networking
7:00 AM	Sit down & welcome
7:15 AM	Plated gourmet breakfast
7:40 AM	Welcome from Event Partner Panel
8:15 AM	Guest Speaker Presentation
8:45 AM	Thank You & Closing Remarks
9:00 AM	Event Concludes

DRIVING GROWTH THROUGH KNOWLEDGE SHARING

The 80 Twenty Owners Workshop Series focuses on the needs of independent and regional accommodation owners who are time-poor but eager for practical growth strategies. These sessions deliver valuable insights on business structure, automation, and technology solutions that reduce reliance on traditional sales and marketing teams. A two-hour interactive session held as a morning or afternoon tea-style workshop, designed for independent and regional accommodation owners.

Each session is developed in close collaboration with owners, sponsors, and regional operators, drawing on insights gathered through 80 Twenty's monthly event coordination, training projects, and client partnerships. By identifying the recurring operational challenges faced by accommodation businesses, we ensure every discussion delivers relevant, practical, and immediately actionable outcomes.

Hosted and facilitated by Sandra Swatton, with specialist guest speakers, these workshops are designed to share practical, real-world solutions that drive efficiency, profitability, and growth.

FORMAT

A two-hour interactive workshop or breakfast session including:

- Welcome and introductions led by facilitator
- Roundtable discussions with live Q&A
- Real examples from successful operators
- Practical tips and frameworks for business improvement
- Networking with sponsors and peers

Timing will depend on the location — some regional areas and owners may prefer a late afternoon session from 4:00–6:00 PM. In these cases, the event will include light nibbles and drinks.

FOCUS TOPICS

- Scaling strategies for independent or multi-property owners
- Smart technology and automation
- Outsourcing and structure optimisation
- Guest experience and retention through modern tech
- Financial insight and performance metrics

TARGET LOCATIONS

- Queensland: Toowoomba, North QLD
- New South Wales: Newcastle, Orange, Bathurst
- Western Australia: Fremantle, Bunbury, Albany
- Victoria: Geelong, Mornington Peninsula

Maximum Sponsors: 3

Attendance: Approx. 25–30 owners

SPONSORSHIP INCLUSIONS OVERVIEW

Each 80 Twenty event partnership is designed to provide measurable exposure, engagement, and return on investment for our sponsors. The table below outlines the inclusions across all sponsorship levels, offering a clear comparison of visibility, access, and influence.

INCLUSIONS	EXCLUSIVE SPONSOR	COMBINED SPONSOR	MARKETING PARTNER
Naming Rights	✓	✗	✗
Sponsor Logo on Invitations	✓	✓	✗
Logo on Website Event Page	✓	✓	✓
Inclusion in Pre-Event EDM	✓	✓	✗
Quarterly EDMs to National Database	x2	x1	x1
Interview Spotlight with Sandra (per Quarter)	2	1	1
LinkedIn Newsletter Inclusion	✓	✓	✓
Social Media Exclusive Post	✓	✓	✓
Attendance at event	3	2	✗
Speaking Opportunity	✓	✗	✗
Panel Role	✓	✓	✗
Logo on On-Site Signage	✓	✓	✓
Company Branding on Menu / Program	✓	✗	✗
Logo on Name Badges & Place Cards	✓	✓	✗
Pull-Up Banner Display	1	1	✗
Attendee Contact List Provided	✓	✓	✗
Post-Event EDM	✓	✓	✓
Post-Event Socials	✓	✓	✓
Survey Inclusion	✓	✓	✓
Influence on Seating & Guest Invitations	✓	✓	✗
Investment (AUD + GST)	\$8,000	\$4,000	\$1,000

FACILITATORS

Sandra Swatton of 80 Twenty Hotel Media has operated in the serviced accommodation sector and collectively possessed over 5,000 qualified hospitality contacts at a senior and executive level. The 80 Twenty hotels database comprises close to 7,000 serviced accommodation properties across Australia and New Zealand providing added opportunities for exposure.



SANDRA SWATTON

Managing Director



Emily Edwards is based in the United Kingdom, Emily has a background in hotel operations and now focuses on leadership and coaching within the hospitality sector, bringing global perspective and industry insight to 80 Twenty events.



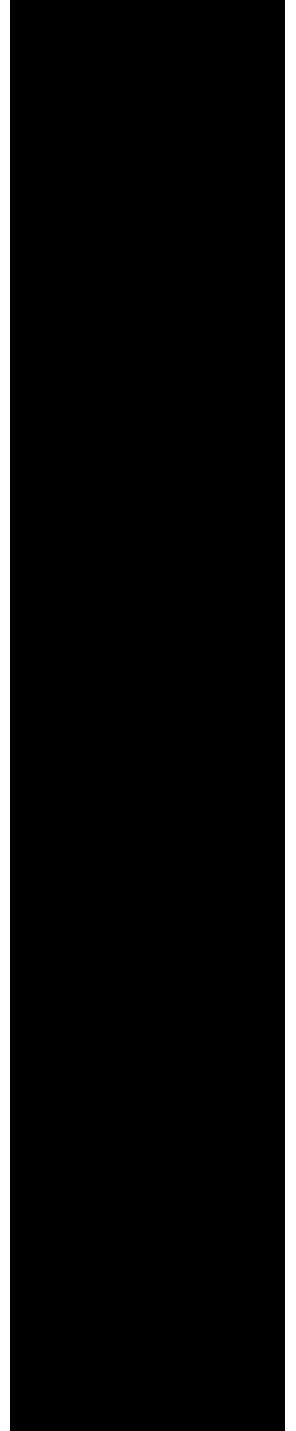
EMILY EDWARDS

Facilitator - UK Region



EVENT TIMELINE

MONTH	EVENT	LOCATION
February	Breakfast Series	Sydney
March	Breakfast Series	Queenstown / Auckland
May	Boardroom Lunch Series	Melbourne
June	Boardroom Lunch Series	Sydney
August	Breakfast Series	Brisbane
September	Breakfast Series	Perth
February, July, October	Owners Workshop Series	Coffs Harbour (68), Newcastle (70), Toowoomba (92), Mornington Peninsula (207), Southern WA – Fremantle (49), Bunbury (21), Albany (66) (Based on approx. 4-star properties)
March, May, July	Boardroom Lunch Series	3-4 Locations in the UK



1 TERM OF CONTRACT

The term of this contract shall commence on the date of signing, and continue until the day post your contracted event, or where either of the parties terminates pursuant to the terms and conditions of this contract.

2 SPONSORSHIP RIGHTS AND BENEFITS

80 Twenty Hotel Conference Pty Ltd grant sponsorship rights to the Sponsor as a non-exclusive sponsorship right in the selected category for events held by 80 Twenty Hotel Media. The Sponsor is entitled to Sponsorship benefits as described in the Sponsorship Prospectus. The sponsor agrees to provide all information related to their benefits.

2.1.1 RIGHT TO USE OFFICIAL LOGO TO PROMOTE SPONSORSHIP

80 Twenty Hotel Conference Pty Ltd grants to The Sponsor the non-exclusive, non-transferable, royalty free license to reproduce and display the 80 Twenty Hotel Media logo during the term of this agreement, in order to promote its sponsorship of the event.

3 COOPERATION

Both 80 Twenty Hotel Conference Pty Ltd and The Sponsor will endeavour to conduct itself in a manner so as to present a professional and high-quality promotion and image of 80 Twenty Hotel Media events. 80 Twenty Hotel Conference Pty Ltd must not bring into disrepute or otherwise damage the name or goodwill of the Sponsor or the associated corporate identification. The Sponsor must not bring into disrepute or otherwise damage the name or image of the 80 Twenty Hotel Media. 80 Twenty Hotel Conference Pty Ltd will use its best endeavours to ensure that all third parties act consistently with the Sponsorship Rights and Benefits and do everything necessary for 80 Twenty Hotel Conference Pty Ltd to perform its obligations under this Agreement.

4 THE EVENT

80 Twenty Hotel Conference Pty Ltd must stage the event. 80 Twenty Hotel Conference Pty Ltd must ensure that the associated event is commensurate with the high quality and reputation of the 80 Twenty Hotel Media and the benefits to be provided to the Sponsor under this Agreement.

5 SPONSORSHIP ITEMS

In the event Sponsor provides articles, products, and materials, including any prizes, ("the Sponsorship Items"), unless otherwise approved by Organisers. All Sponsorship Items must at all times abide by the health and safety standards set and monitored by the hosting venue. The Sponsor shall make its own arrangements for transportation of Sponsorship Items including packaging material.

6 SIGNAGE AND EQUIPMENT

The Sponsor will be responsible for the proper and effective installation, dismantling and packaging of all signage and equipment, unless otherwise provided in this agreement. 80 Twenty Hotel Conference Pty Ltd will not be liable for any goods that are not delivered on time, or correct location at the event, or delivery for packing of promotional materials.

7 SPONSORSHIP MONIES

In consideration of the Rights and Benefits granted to The Sponsor and the obligations to be performed by 80 Twenty Hotel Conference Pty Ltd. Under this Agreement, The Sponsor will pay 80 Twenty Hotel Conference Pty Ltd the sponsorship monies on or before the dates as set out in the sponsor details form.

8 CONFIDENTIALITY

8.1 PROTECTION OF CONFIDENTIAL INFORMATION

Subject to each party's rights under this Agreement, each recipient must:

a. Hold the confidential information in strict confidence, and not disclose, cause, or permit the disclosure of the confidential information, except as required by law or as permitted under this agreement, or with the prior written consent of the discloser; and b. Do anything reasonably required by the discloser to restrain a breach of confidentiality by any person.

8.2 PERMITTED USE AND DISCLOSURE

Each recipient may only: a. Use the confidential information for a purpose necessary for exercising its rights or performing its obligations under this agreement, or as required by law; and b. Allow access to the confidential information to such of the recipient's employees, directors or professional advisers who have a genuine need to know that confidential information.

9 INDEMNITY

9.1 INDEMNITY BY 8020 HOTEL CONFERENCE PTY LTD

80 Twenty Hotel Conference Pty Ltd and the Sponsor indemnifies The Sponsor against any claim, action, damage, loss, liability, cost or expense that The Sponsor may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by 80 Twenty Hotel Conference Pty Ltd; or b. Any negligent act or omission, fraud or wilful misconduct on part of 80 Twenty Hotel Conference Pty Ltd.

9.2 INDEMNITY BY THE SPONSOR

The Sponsor indemnifies 80 Twenty Hotel Conference Pty Ltd against any claim, action, damage, loss, liability, cost or expense that 80 Twenty Hotel Conference Pty Ltd may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by The Sponsor; or b. Any negligent act or omission, fraud or willful misconduct on part of The Sponsor.

10 TERMINATION

10.1 MUTUAL TERMINATION EVENTS FOR DEFAULT

Either the Sponsor or 80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice if: a. One party breaches a material term of this Agreement; and It cannot be remedied; or If capable of being remedied, such breach is not remedied within 14 business days of a written request by the other party to remedy that failure. b. It becomes illegal for one party to perform any of its material obligations under this Agreement; c. An insolvency event occurs in relation to either party; or d. Any warranty, representation or statement by either party, is or becomes false or incorrect when made or regarded as made.

10.2 SPONSOR GROUNDS FOR TERMINATION FOR DEFAULT

The Sponsor may immediately terminate this Agreement by written notice to 80 Twenty Hotel Conference Pty Ltd if:

a. The Sponsor's name is, in the reasonable opinion of The Sponsor brought into disrepute by 80 Twenty Hotel Conference Pty Ltd or by being associated with the 8020 Hotel Conference.
b. Upon termination of this Agreement by The Sponsor, 80 Twenty Hotel Conference Pty Ltd will refund to The Sponsor the Sponsorship Monies paid in relation to the Event, which was scheduled to be held after the date of termination.

10.3 80 Twenty HOTEL CONFERENCE PTY LTD GROUNDS FOR TERMINATION FOR DEFAULT

80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice to The Sponsor if: 80 Twenty Hotel Conference Pty Ltd is, in the reasonable opinion of 8020 Hotel Conference Pty Ltd brought into disrepute by The Sponsor or by being associated with The Sponsor.

Upon termination of this Agreement by 80 Twenty Hotel Conference Pty Ltd, The Sponsor will forfeit any monies already paid in Sponsorship Monies.

11 AMENDMENTS

No amendment or variation of this Agreement is valid or binding on a party unless in writing and executed by all parties.

12 GENERAL

Nothing in this Agreement will be construed to place the parties in the relationship of partners, joint ventures, principal and agent, or any other legal or equitable relationship in which any one of the parties may (except as specifically provided in this Agreement) be liable for the acts or omissions of the other party, and no party has the authority to bind or obligate the other party in any matter whatsoever.

In the event that this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of either of the parties, including war, industrial action, floods or Acts of God, then such non-performance or failure to fulfil those obligations shall be deemed not to be a breach of this Contract. If this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of the defaulting party for a continuous period of 30 days then the other party may, at its discretion, terminate this Contract by notice in writing at the end of that period.

13 PHOTOGRAPHY & FILMING

By becoming a sponsor at a 80 Twenty Hotel Media event, you agree that 80 Twenty Hotel Media or its agents may take photographs and film footage of you at the event, and may use the photographs and/or film footage for 80 Twenty Hotel Media promotional and/or commercial purposes, including, but not limited to, on our website, social media, eNewsletters, and other print and digital publications. You agree that filmed material may be reproduced for these purposes as film, audio or written quotation. You also agree that you are not entitled to remuneration, residuals, royalties or any other payment from 80 Twenty Hotel Media in respect of the images/footage. The photographs and footage will be used by 80 Twenty Hotel Media only and will not be released to any external parties, except for production purposes. You accept the risk that photographs and/or film footage of you may be downloaded from the 80 Twenty Hotel Media website, or taken from a brochure or other publication, and reproduced in social media or other websites or elsewhere, or otherwise communicated or made available to the public or sections of the public.

14 PRIVACY

80 Twenty Hotel events supplies attendee data to sponsors as part of the negotiated sponsorship agreement. All attendees agree to supply their personal information via the registration/booking system which includes the event terms & conditions. Data supplied should only be used as event follow up and should not be added to any database without the written permission of the attendee. Data should also only be used in accordance with the Australian Privacy Principles (APPs) and Spam Act Laws.



Contact

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For UK events:

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