

Felicity Zadro receives Unsung Hero award at EEAA Awards for Excellence 2019

Felicity Zadro, Managing Director of Zadro, has been named the 'Unsung Hero' at the 2019 Exhibition and Event Association of Australasia (EEAA) Awards for Excellence. The Unsung Hero award is one of the highest individual honours given by the industry. It is a true recognition of Felicity's dedication and contribution to the thriving Australian events industry over almost two decades. Joyce DiMascio, Chief Executive, EEAA, said the award recognises an Unsung Hero for their service and contribution to the exhibition and events industry and the EEAA community. "This has become one of our most popular awards as it singles out individuals who have been nominated by their organisation and their peers. This year we had three outstanding finalists working in very diverse parts of the industry. "Among them was Felicity Zadro and she is so worthy of this award. Her work has had a great impact over many years, and she continues to be a champion for the industry; dedicating her time, sharing her experience and expertise, and ensuring our Members are recognised for all the work they do. I am so pleased Felicity has been recognised by her industry peers through this major award," said Ms DiMascio. Felicity Zadro said she was greatly humbled by the recognition. "I deeply appreciate the nomination by my team at Zadro and the dedication they've shown in our contribution to the industry. "I've loved all my years working in the events and exhibition industry; it is challenging, rewarding and rings with entrepreneurial spirit. "There is much we can all celebrate about our sector, however, there is more to be done. I look forward to many more years working alongside great people to achieve great things for the benefit of us all," said Ms Zadro. Felicity is passionate about supporting organisations to realise their business objectives, and believes communication is the source of success in business, the industry and life. Throughout her career, Felicity has worked to ensure exhibitions and events receives the acknowledgement amongst business and marketing circles it deserves, helping advance the value and recognition of the industry. Felicity Zadro was one of 17 winners named at the EEAA Awards for Excellence, see the full list of winners here. -ends- Notes to Editor: Interview opportunities are available with Felicity Zadro before Christmas. Contact: Gabrielle Dixon, Account Manager | (02) 9212 7867 | gabrielle@zadroagency.com.au About Zadro | www.zadroagency.com.au Zadro is an award-winning integrated communications and marketing agency providing services in strategy, marketing, public relations and design. Founded in 2007, Zadro have a highly experienced team of 12, based in Surry Hills, NSW and work with clients across the Asia-Pacific region, specialising in meetings and events, tourism and hospitality, associations, government and health sectors and technology. In 2018 Zadro won the EEAA Best New Product or Service for – Zadro University (ZU). Image (high res images available upon request): Image: From left to right - Joyce DiMascio, Aileen Cobern, Felicity Zadro and Spiro Anemogiannis.

Contacts

Felicity Zadro

+61 2 9212 7867

[mailto: felicity@zadroagency.com.au](mailto:felicity@zadroagency.com.au)

Jessica McLean

+61 2 9212 7867

[mailto: jessica@zadroagency.com.au](mailto:jessica@zadroagency.com.au)

Yvette Schlegelmilch

+61 2 9212 7867

<mailto:>

Simone Gur

+61 2 9212 7867

<mailto:>

Oakley Grioli

+61 2 9212 7867

[mailto: oakley@zadroagency.com.au](mailto:oakley@zadroagency.com.au)

Julie Donovan

+61 2 9212 7867

[mailto: julie@zadroagency.com.au](mailto:julie@zadroagency.com.au)

Gabrielle Dixon

+61 2 9212 7867

<mailto:>