

# NEW EVENT - Australia's Largest Influencer Event Heads North this July

Kids Business is thrilled to announce their signature event, the Bloggers Brunch™ is coming to Queensland for the first time, on Friday 27th July - due to overwhelming demand.

Now in its 8th consecutive year, the Bloggers Brunch™ is a real-life influencer market place, boasting a live, vibrant and interactive platform for 'Mum' influencers and brands to meet and mingle in person.

Ten brands are set to wow influencers in Queensland, including returning partners: Nintendo, RYOBI, Little Innoscents Cobs, Marathon Foods, ASG and Chef Direct. Also attending, are first-time brand exhibitors; Gro Company, Terry White Chemmart, Matar, and Bioglan.

Returning for their second Bloggers Brunch™, global brand, and family favourite Nintendo said "Our goal was to educate and change the way Mums view our brand...and we certainly feel like we were given the platform to accomplish that. Bloggers Brunch gave us the rare opportunity of chatting one-on-one to an engaged group of influential Mums. We were really impressed by our visitors' willingness to learn about our product; when by admission many of them typically avoid video games at all costs!"

Queensland based content creators present fresh opportunities for participating national and global brands; with the upcoming event embracing the unique flair Queensland influencers have to offer. Popular Brisbane Blogger and Founder of national parent's directory 'What's On', Elise Easdown explains, "QLD bloggers have their own fresh and unique way of presenting information. Our weather, seasons, and lifestyle are different. Our content reflects that."

Not your average expo and more than your standard influencer outreach campaign, the Bloggers Brunch™ has hosted 200 household brands to date and provided a proven way to ignite word of mouth, both online and offline, alongside sampling and experiences – all key activations that influence purchase. The esteemed network of women attending share over 2 Million connections combined – greater reach than TV.

Bloggers Brunch™ Founder and Kids Business Managing Director Christie Nicholas said; "This event creates long lasting, collaborative relationships that benefit the influencers, their audience and the brands. The opportunities and positive flow-on effects this event creates, the brand awareness it delivers, and the energy and interest our guests bring to make the experience complete, motivates us to turn up the dial – this time for Queensland."

The Bloggers Brunch™ events are held in Sydney, Brisbane and Melbourne. To exhibit please contact [www.kidsbusiness.com.au](http://www.kidsbusiness.com.au).

Kids Business Communications is Australia's leading agency exclusively focused on helping brands market and sell to more mums. For more information contact [info@kidsbusiness.com.au](mailto:info@kidsbusiness.com.au). P: 03 9598 9128. [kidsbusiness.com.au](http://kidsbusiness.com.au).

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