



**For Immediate Release**  
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### **GainingEdge launches online training**

**GainingEdge**, a global leader specializing in providing advice to the business events industry, is pleased to be offering its first round of instructor-led, online courses as of May 10th.

These 90-minute courses will provide industry professionals an opportunity to upskill their expertise through practical and interactive learning sessions. Led by senior GainingEdge specialists, the first courses offered will include: business events branding; bid process and strategy; and local host development. These are being offered in multiple time zones around the world to provide flexibility in scheduling. After participating in a session, the learner will receive a certificate of completion.

The courses are geared toward DMOs and convention bureaus, though all industry members will find them useful. The level of training is targeted to those with industry experience and in positions with managerial or project responsibilities.

**Jon Sivertson, CEO of GainingEdge, said:** *“GainingEdge is pleased to be bringing our extensive background in industry training to the online world on a course-by-course basis. We have been working virtually with our regular clients over the past year in helping them continue to learn and adapt in our ever-changing MICE industry, and we will now be able to bring these sessions to the broader business events community.”*

*Helping elevate the industry has always been GainingEdge’s mantra. We believe our courses are useful, actionable, and provide relevant skills and knowledge. As the year goes on, we will continue to add new topics and sessions.”*

For more information on the online courses including how to register and introductory prices, go to [Online Professional Development](#).

ENDS –

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**Note to Editor:**

GainingEdge is a global specialist consulting firm advising the tourism and business events industry and associations since 2004. It provides a data-driven approach to market synthesis and on strategic recommendations that are specific, practical, and actionable.

GainingEdge has offices in Melbourne, Kuala Lumpur, Paris, The Hague, Johannesburg, Dubai, and Vancouver.