



Insight
by

The Office
Space

Information
Pack



Business Heroes and their Stories



Innovative business people work collaboratively and with an open source mindset. The Office Space actively creates an opportunity for the exchange of their ideas – through both our physical shared work environment and our program of events and activities.

Insight by The Office Space is a monthly talk series hosted at the Golden Age Cinema within Paramount House in Surry Hills.

Each month, we select and invite three successful and inspiring entrepreneurs across various fields including commerce, design and technology to discuss the evolution of their business strategies and brand, under a common theme.

Over the past 12 years of providing exceptional shared office environments, The Office Space have actively supported over 500 small business enterprises and sole traders across many industries. We have witnessed brilliant ideas grow into fully-fledged, positive and successful ventures, so Insight is our way of sharing these and the broader business community's remarkable stories.

Promote and Profile

Insight is a great opportunity to position speakers as thought leaders and to promote their business to a new audience. Guest speakers are invited to share their personal successes and reflect upon the challenges they have faced. We also encourage them to discuss their current projects and initiatives with the audience.

The Insight audience represents a broad cross section of Sydney's creative and innovative business minds. Dependent on the specific monthly theme, Insight attracts guests aged between 25-55 from both creative and commercial industries, and who are business owners, decision-makers or proactive professionals.

In the lead up to the Insight event, each speaker and their business will be profiled across The Office Space's social media channels, as well as The Office Space's blog and within our

monthly newsletter. In addition to our 300+ physical and virtual business clients, we have an active and growing audience of over 3,000 followers and subscribers.

To help us further promote each edition of Insight, we ask our speakers to post their involvement at Insight by The Office Space on their digital channels. To make this process as simple as possible, we provide them with image sets, copy and direction as needed.



Our Program

In 2015, Insight by The Office Space covered the following themes:

- Women in Business
- Design Business
- Success in Business
- Place Making
- The Business of Making
- A special report on the Frieze London Art Fair



In 2015, Insight by The Office Space hosted the following inspiring speakers:

- **Vince Frost**
Director of Frost* Design, Urbanite and The Nest
- **Henry Wilson**
Industrial Designer of Aesop stores
- **Barrie Barton**
Director of Right Angle Studio and The Thousands
- **Amber Creswell Bell**
Curator and Writer at The Design Files
- **Elke Kramer**
Jewellery Designer and Director of Studio Elke
- **Michael Lugmayr**
Director of Design by Toko
- **Russell Koskela**
Industrial Designer and Director of Koskela
- **Lorraine Lock**
Co-founder of Australian Fashion Week and The Design Residency
- **Mark Hughes**
Art Advisor
- **Victoria Moxley**
Founder and CEO of Urban Walkabout
- **Giuseppe Santamaria**
Founder of Men in this Town

The Key Details



Insight is a great platform to share each speaker's business insights and activities with an aligned audience, and for them to be promoted as a thought leader and expert amongst peers, colleagues and potential future clients.

When

Insight is hosted on the last Monday of every month at the Golden Age Cinema and Bar located below our Paramount office. Drinks and canapés are served from 5.30pm in the Golden Age Bar, and the presentations start at 6pm in the beautifully restored Golden Age Cinema.

Where

The Golden Age Cinema and Bar is located at 80 Commonwealth Street, Surry Hills. The theatre seats a maximum of 60 guests, so the atmosphere is refreshingly intimate and relaxed.

What

Each speaker will talk (with a slide presentation) for 15 minutes. When the final speaker finishes at approximately 7.00pm, the floor is opened up for an open round of questions where guests are also invited to interact with speakers on a more personal level, making the experience more engaging. The evening concludes at approximately 7.30pm.

Cost

The Office Space sells tickets at \$25 per person. This includes the full spread of canapés and champagne on arrival and covers the cost of venue hire.

As Insight is a non-for-profit event, we are unable to pay speakers for their participation, however, in gratitude for their time and generosity in sharing their business experiences, we provide four complimentary tickets for 4 of their guests and an individualized gift.

Attendees

Dependent on the specific monthly theme, Insight attracts the following:

- Guests aged between 25–55
- Sydney locals and interstate visitors
- Business owners, start-ups and entrepreneurs
- Creative industry types – designers, architects, makers
- Commercial industry decision makers and activators
- Clients and residents of The Office Space



Insight
by

The Office
Space

Thank you for considering this invitation to speak at Insight by The Office Space. We will be in touch shortly to confirm your interest and availability.

Please feel free to contact The Office Space team if you would like any further information about the event or have any queries.

Naomi Tosic
Business Manager

P: 02 82182100
E: naomi@theofficespace.com.au

Anador Walsh
Community Coordinator

P: 02 82182188
E: anador@theofficespace.com.au



To find out more about The Office Space and its events, please visit:

Paramount by The Office Space
Upper Ground, 55 Brisbane Street
Surry Hills NSW 2010

P: 02 8218 2188
E: concierge@theofficespace.com.au

Reservoir by The Office Space
Level 2, 3, 5 & 6, 69 Reservoir Street
Surry Hills NSW 2010

P: 02 8218 2180
E: reception@theofficespace.com.au

theofficespace.com.au
[@theofficespace](https://www.instagram.com/theofficespace)
[facebook.com/theofficespace](https://www.facebook.com/theofficespace)

Photography by Paul McMahon