

Working with
**BUSINESS EVENTS
CAIRNS & GREAT
BARRIER REEF**
The natural place to meet



Contents

Page 3	Who We Are
Page 3	Role of Convention Bureaux
Page 4	Why Business Events
Page 5	Who We Work With
Page 6	How We Work with Clients
Page 7	How We Work with Members
Page 8	Key Stakeholders & Industry Bodies



Who We Are

Tourism Tropical North Queensland (TTNQ) is a critical marketing tool for your business and the greater region. As a not-for-profit, member-based Regional Tourism Organisation (RTO), we are responsible for promoting Tropical North Queensland to domestic and international markets.

TTNQ is also home to the region's official convention bureau; Business Events Cairns & Great Barrier Reef (BECGBR).

Role of Convention Bureaux

Convention Bureaux are globally recognised marketing organisations that are primarily responsible for driving business events to a destination. This is done by marketing destinations for business events and providing impartial advice or information to assist meeting and event planners to make informed decisions.

While funding models vary between bureaux, generally budgets are derived from both public (government) and private (member) sectors. The language used differs between organisations, but typically the industry refers to the collective of meetings, incentives, conferences and exhibitions as business events or MICE.

In Australia, each state has a dedicated convention bureau; however, in Queensland, there are six convention bureaux that are incorporated into Queensland's RTOs. BECGBR is a part of TTNQ, the registered RTO for the area spanning north of Cardwell across to the Northern Territory border and up to the Torres Strait Islands.

Sitting above RTOs on the hierarchy is the State Tourism Organisation (STO), which for Queensland is Tourism & Events Queensland (TEQ). They have a department specifically for business events and this is where the state funding for a convention bureau comes from. A step above TEQ is Business Events Australia (BEA), part of Tourism Australia (TA), our country's national tourism marketing body.

Also, the industry loves to speak in acronyms!



Why Business Events

The definition of a business event is a gathering of delegates attending a convention, congress, trade show and/or trade exhibition, incentive event or corporate/business meeting which is hosted by an organisation (or organisations) and held in a specific contracted venue.

There are four key benefits of business events:

1.

Business events draw delegates to new locations, they then return with family/friends

2.

Delegates produce a higher yield and investment into the destination

3.

Business events can be held at any time of the year and are a valuable segment to address low and shoulder seasons

4.

Business events utilise existing tourism infrastructure

Cairns & Great Barrier Reef attracts three main types of business events: conferences, incentives and exhibitions.

Conferences (or conventions) are designed to present fact-findings, create discussions and problem solve a specific topic of interest to a group, industry or profession. Exchanges of information are presented through a multi-day schedule of plenary (main meeting with attendees) and concurrent sessions (smaller meetings where the attendee group is divided based on topics), including key note speakers, breakouts and workshops. Smaller conferences can often be referred to as meetings. Based on the most recent 2018/19 QBES survey, the average attendance at a Cairns & Great Barrier Reef conference is 68 delegates for an average of 7.6 days.

Incentives are a valuable business tool that reward or recognise employee achievements within a corporate company or business. Incentive programs are travel itineraries designed for groups that are more focused on fun activities rather than business sessions, such as tours, shows and functions. Companies will often contract a third party to design and execute an incentive program. Based on the most recent 2018/19 QBES survey, the average attendance at a Cairns & Great Barrier Reef incentive is 109 delegates for an average of 5.2 days.

Exhibitions (or trade shows) provide an interactive and visual way for businesses to educate, buy from or sell to their target audience through displays, personal presentations and face-to-face meetings. Exhibitions facilitate a platform for B2B or B2C transactions and networking, can run as a stand-alone event or can be included as an extra revenue generator within a conference. Based on the most recent 2018/19 QBES survey, the average attendance at a Cairns & Great Barrier Reef exhibition is 62 delegates for an average of 4.6 days.

Business events are organised by companies or individuals from the corporate, association or government sectors. The sector that they are from typically determines what type of event they organise which helps us know what products or services they're interested in learning about.

Corporate

- Largest contributor - up to 74% of the region's annual business events.
- Public or private companies, organisations or businesses that are a legal entity.
- Must comply with the corporations act.
- Average corporate event is 100 delegates for 4.5 days.
- Organise conferences/ meetings, trade shows and incentives.

Association

- Second largest contributor - up to 15% of the region's annual business events.
- Organisation or group of individuals that are affiliated by common purpose or interest.
- Exist for mutual enrichment or advancement of members.
- Average association event is 195 delegates for 3.9 days.
- Organise conferences/ meetings, and trade shows.

Government

- Smallest contributor - up to 11% of the region's annual business events.
- Local, state or federal governments.
- Often events are held within major capital cities, less regional activity.
- Average government event is 65 delegates for 3.7 days.
- Organise conferences/ meetings.

Who We Work With

As the convention bureau, our key partners that we work with are our local members, including Partner of Business Events and Champion of Tourism level companies.

The key objective of a convention bureau is to drive conversion of business events for the region. This is achieved through working with the business events trade, such as professional conference organisation and event companies, or directly with association or corporate clients. Typically, this process begins by identifying an opportunity or lead for a business event. There are a range of ways that we could identify a lead, including:

- A direct enquiry from a conference or event organiser via phone call, email or through completing a "Request for a Proposal" (RFP) form on our website.
- Meetings and discussions with conference and event organisers at trade shows.
- Word-of-mouth or networking with industry.
- A company publicly calls for bids to host a specific event.
- Referral from TA, TEQ, Cairns Convention Centre or another supplier.

We connect conference and event organisers to suppliers that can host their event and provide ideas and information about what's possible. As a member-based organisation, we recommend suppliers that are Partner of Business Events or Champion of Tourism level members, a benefit that is included in their membership.





How We Work With Clients

Our role with clients orbits around the common goal of driving business events to the region by providing organisers with unbiased destination information and event assistance. Our services that achieve this include:

Lead and Bid Support - providing advice on event programs and itineraries, formulating venue, activity and supplier suggestions that meet event criteria, connecting organisers with members, creating bid submissions for larger events and providing opportunities for event funding where applicable.

Site Inspections and Educationals - provide organisers with the opportunity to travel to the region and experience products first-hand, which we know is one of the most effective ways to secure business. BECGBR has an annual budget allocated to supporting the costs of site inspections and educationals, such as flights and accommodation. We do however seek support from our members through the hosting of accommodation, meals and touring activity during site inspections and educationals.

Trade Activity - BECGBR participates in trade shows and hosts roadshows and marketing campaigns to give our members the opportunity to showcase their products to targeted audiences.

Trade shows we attend include AIME, IMEX USA & Frankfurt, IT&CM, IBTM, BEA Greater China Showcase, Best Partner Program China and Dreamtime.

Other trade activity includes: a Regional Showcase lunch in Brisbane, Sydney and Melbourne hosting over 100 industry partners, as well as Sell TNQ; an invitation-only educational hosted in-region for up to 30 buyers.

Delegate Boosting - complimentary programs and branded collateral that can be used by clients to promote their event, boost delegate attendance and enhance a delegate's experience whilst in the region.

Destination Information - available on the BECGBR website and media library, including flight maps, climate charts, supplier listings and much more.

Clients are able to access our information and support through face-to-face discussions, email or phone contact, referrals from members or other industry, requests for proposals (RFPs) or via linked industry bodies.

How We Work With Members

As a member-based organisation, the TTNQ members that are active in the business events industry are vital for the bureau to provide a well-rounded approach to delivering high quality events for our clients. To be active in this market a TTNQ member needs to be a Partner of Business Events member or a Champion of Tourism member, which entitles you to:

- Invitation to present your business proposition
- Invitation to participate in business events marketing opportunities (e.g. trade shows, networking)
- Inclusion of product/service in business events lead and bid activity where appropriate
- Priority inclusion in site inspection and educational programs for qualified business event buyers
- Listing on BECGBR website and other business events destination marketing assets
- Access to performance data collected via Queensland Business Events Survey

BECGBR works with our active business event members in the following capacities:

Connection & Representation - BECGBR works as an extension of our member's team by connecting clients directly with them. We represent our members to clients during assistance with a leads or bids, direct consultation at trade shows, organising clients' site inspections or educational within the region and listings in our various digital marketing avenues, including on our website, in quick-reference guides and delegate boosting programs.

Destination Marketing - Our marketing activity is designed to inspire and educate business events buyers on what the region has to offer, branding Cairns & Great Barrier Reef as a must-visit destination. BECGBR represents the region as a collective and markets by hosting booths at trade shows, publishing print and digital advertisements with key business event publications, producing and promoting creative content and running creative campaigns that provide an incentive to bring business events to the region.

Resources & Support - we are here to help our members create a stronger presence in the business events industry by providing access to a range of helpful resources, including:

- Media library access - download and use the range of images, videos and documents (such as logos) hosted on our online media library
- Campaigns - receive invitations to participate in TTNQ and BECGBR marketing activity and campaigns
- Websites - access a wide range of content available on our corporate, destination and bureau website, including destination information, financial reports, helpful guides and activity summaries
- Social channels - submit content to be shared on our relevant social channels and follow our channels for news, content and inspiration
- Research - access visitor statistics, annual business event breakdowns and much more
- EDMs - receive the latest news and updates on TTNQ and the wider tourism and business events industry and submit content to be included

Do you have a new idea of how else we could assist our members?

Email us at businessevents@ttnq.org.au



Top 10 Tips for Selling Events

As your eyes and ears for all things business events, here are some key points to remember if you want to stand out and be successful in business events:

1. Event planners are time poor, so make sure you have a collection of resources easily-available to make their research easier (e.g. floor plans, capacity charts, clear images of spaces/activities, examples/testimonials).
2. Ask the right questions (e.g. What are your key decision making factors? What has been your most successful event and why? How do you want to receive the information?)
3. Always include a one-page summary of the event in the proposal, clearly outlining what is and isn't included, whether it's including or excluding GST, value adds and incentives for booking additional services.
4. When writing proposals, shorter is better! Pictures speak a 1,000 words, make it personalised, limit attachments, make sure all requests are answered and follow up with a phone call.
5. Site inspections are unique marketing opportunities and you must be sure to know your guests, re-familiarise yourself with their requests and bring along a copy of your proposal. Be waiting to greet them, use your time efficiently, only show them what's relevant, do something special to make them remember you and thank them as they leave.
6. Discover your story and use this to make delegates feel part of something bigger - who, what, when, where?
7. Develop your story from beginning, middle to end to get buyers thinking, engage their senses and let them become a custodian of their experience. Be organised, relevant, enjoyable and thematic.
8. Deliver your story with attention to detail, be relaxed and flexible, avoid jargon and make sure they can relate. Evaluate your story-telling techniques by monitoring responses, non-verbal cues and whether the story is shared.
9. Building relationships with buyers is a path to purchase, so make sure you leave an impact during each stage - dreaming, researching, booking, experiencing and sharing.
10. Continue to evolve and ask questions, focusing on what makes your product/service difference and special. Share stories and create experiences that will make an impression. People remember experiences and how you made them feel, rather than facts and figures.



Ready to get started?

Complete these simple exercises below and follow the checklist to make sure you're business events ready!

- ☐ Read this document and ensure you understand the scope of business events - direct any questions to the BECGBR team
- ☐ Explore the bureau website and media library and become familiar with the resources available
- ☐ Check your listing/s on the bureau website and direct any updates/changes to the BECGBR team
- ☐ Check the events calendar on the bureau website for upcoming member activities and register to participate
- ☐ Ensure that you let the bureau know who the preferred contact is for any business events related enquiries
- ☐ Review your own business event content and update if required (imagery, videos, product/service documents, proposal templates)
- ☐ Check that your product/service website has an easily-located business events page/section explaining what's available for groups (e.g. largest group capacity, what makes the experience unique, direct contact)

It's important to identify what makes your product/service unique to business events and how delegates will benefit from this. Identify below what's special about your product/service below and how you'd sell this.

Sustainability is very important in business events and should be promoted. Write in the space below some of the key sustainability practices your product/service follows. And if you're not sure, it's a good time to find out!

Key Industry Stakeholders



Other Industry Bodies

