

# MEDIA RELEASE



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## Content grants to showcase business event offerings

Fourteen business event suppliers of Business Events Cairns & Great Barrier Reef have received grants of up to \$5,000 each to produce new content or update their website performance as part of the Create Great Program.

Outgoing TTNQ General Manager of Partnerships and Events Rosie Douglas said the 14 available grants had been taken up by businesses who are Partners or Leaders of Business Events or Champion of Tourism members of Tourism Tropical North Queensland (TTNQ).

“The Create Great Program is about creating a unified brand story specifically for business events across the region highlighting the unique and diverse offerings that our suppliers have,” she said.

“It will give the successful applicants new content to use in their marketing or could be used to improve the website user experience and search visibility.

“We want to highlight the sustainable practices that members have in place to better promote the region’s offering as a sustainable business events destination.

“All business event suppliers will be able to use the new content to help build the Connect Great, Leave Greater brand for Cairns & Great Barrier Reef.”

ENDS

Images to use: <https://bit.ly/3Ru7lJa>

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### *Who we are*

*[Business Events Cairns and Great Barrier Reef](#) is the official Convention Bureau for [Tropical North Queensland](#). Our role is to market the destination to conferences and incentive programs to a global audience and provide impartial advice or information to assist meeting and event planners in making informed decisions.*