Business Events
Tasmania

MEMBERSHIP PROSPECTUS
2012 – 2013

WHAT IS A BUSINESS EVENT?

The Business Events Council of Australia defines a business event as any public or private activity consisting of a minimum of 15 persons with a common interest or vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not limited to): conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminars, courses, public or trade shows, product launches, exhibitions, company annual general meetings, corporate retreats, study tours or training programs.

Business events are a major contributor to Tasmania's economy and social capital.

Business events bring millions of dollars into the state each year, bring in thousands of delegates with new ideas and skills to share, generate innovation and create thousands of jobs for Tasmanians.

WHO IS BUSINESS EVENTS TASMANIA?

Business Events Tasmania is the states peak marketing body for business events; a not for profit organisation, funded in part by State and Local Governments and a membership base.

The organisations primary role is to identify national and international business events that could be hosted in Tasmania and to prepare a comprehensive bid to win that piece of business over other competing destinations.

Our Mission: is to successfully market Tasmania as the destination of choice for business events in both the national and international market.

Our Vision: is to develop and market a vibrant, competitive and sustainable business events industry in Tasmania, which creates economic and social wealth for Business Events Tasmania members and across the Tasmanian community.

Our Objectives: are to secure business events through targeted sales and marketing activities in national and international markets, to maximise benefits to the state; to increase the awareness of Tasmania nationally and internationally as a business event destination of choice; to achieve increased investment from membership and industry stakeholders in Business Events Tasmania activities; to advocate the business event industry's position, addressing relevant issues; and to be an effective organisation.

Business Events Tasmania directly secures around 100 business events for the state of Tasmania each year - generating approximately $30 Million for the local economy annually.

BECOME A MEMBER

If your business derives a direct or indirect benefit from the promotion of Tasmania as a business events destination and/or your product or service could be used by/for the following, you should become a member of Business Events Tasmania.

- Delegates at a conference
- Visiting partners of delegates at a conference (Partners Program)
- Delegates and their partners during pre and post conference touring
- A corporate meeting
- An incentive group – looking for high end product, different activities and experiences

MEMBERSHIP BENEFITS

Strategic Marketing Appointment
Stakeholders and Platinum members have access to a strategic marketing session for their organisation with Business Events Tasmania.

Calendar Access
The online Calendar is a comprehensive listing of business events secured for the state of Tasmania. The calendar is updated each month with all bid wins including the contact information of key decision makers. Business Events Tasmania Stakeholders, Platinum and Gold members have access to this calendar.

Conference Alert
Conference Alerts are sent to all members to notify them of impending conferences. Conference Alerts include the same information as Bid Win notifications (including the contact information of the key decision maker) and are sent to members in the month prior to the business event materialising via the electronic member newsletter.

MIPG Advertising
The MIPG is the Meeting and Incentive Planners Guide. The MIPG is a comprehensive guide to the products and services that are available to the business events industry in Tasmania. This guide is distributed to business events decision makers and influencers nationally and internationally to assist in the planning of their business event in Tasmania. Stakeholders are entitled to a half-page advertisement in the MIPG as part of their membership package. All members, except Networking members, have the

opportunity to purchase advertising in this influential publication at a discounted rate and Stakeholders can upgrade to a full-page or more at the discounted rate.

MIPG Listing
Business Events Tasmania members at Stakeholder, Gold and Silver levels receive a categorised listing of their product in the Meeting and Incentive Planners Guide.

Website Advertising
Stakeholders logo's are represented on the home page of the Business Events Tasmania website. All members have the opportunity to purchase advertising on the website. Space is limited and preference is given in order of membership level.

Website Profile (including website link)
All members are provided with a profile of their organisation on the website. The website profile includes a link to the member organisation's website.

Website Directory
Business Events Tasmania members at all levels receive a listing for their product or service on the website. The website listing is searchable by category, alphabetical order and membership level.

Cooperative Marketing Campaigns
Business Events Tasmania offers a range of additional marketing opportunities for members to invest and partner in, to promote the state of Tasmania as a business events destination. Cooperative marketing campaigns are optional for members at all levels. These campaigns include national and international tradeshows, advertising campaigns, site familiarisations, inspections and strategic marketing campaigns.

Receipt of Member Newsletter
Business Events Tasmania prepares an electronic newsletter incorporating information for members and industry news, information and events. The newsletter is distributed electronically on a monthly basis to all members, stakeholders, government and relevant industry bodies.

Submit Articles to the Member Newsletter
All members are eligible to submit articles for consideration in the newsletter. Articles will be selected for inclusion in the newsletter at the discretion of Business Events Tasmania.

Client Newsletter
Stakeholder, Platinum, Gold and Silver level members are eligible to submit news articles for the client newsletter and to have their product covered in the 'Products in Focus' segment of this publication.

Member Networking Functions
Regular networking events are held for members. Depending on the nature of the function, there may be costs to members to attend these functions.

Member Seminars
Business Events Tasmania hosts educational seminars for members throughout the year. These are available for all members to attend.

Member Exhibit
Member Exhibit is an opportunity for members to conduct an up-to-date presentation of their product or service to the business development team and other members. Member Exhibit is held regularly and is available to Stakeholders, Platinum, Gold and Silver level members.

Referral Service
Business Events Tasmania receives regular requests for product information and advice from Tasmanian and national based decision makers who are organising a business event in Tasmania. This is a free service that allows Business Events Tasmania to direct additional business to member's venues, products and services.

Sales Team
The business development team are a highly experienced group of sales professionals dedicated to securing business events for the state of Tasmania. The business development team promote member products and services to potential clients nationally and internationally.

Bid Involvement (as appropriate)
The business development team will invite members to contribute to bids (proposals sent to decision makers to win business events for Tasmania) where appropriate.

Ongoing Destination Marketing
All members benefit from the ongoing national and international marketing that Business Events Tasmania conducts to promote Tasmania as a business events destination.

Voting Rights
Stakeholders, Platinum, Gold and Silver members are eligible to vote at the annual general meeting.

Site Familiarisations and Inspections
A site familiarisation is when the Business Events Tasmania team bring potential clients to Tasmania (who do not have a specific piece of business in mind) to showcase and sell the state as a potential destination for their future business events.

The familiarisation is an opportunity for the client to get a general "feel for the destination".

When a site inspection is hosted, a Business Development Manager will showcase Tasmanian products and services to suit a particular piece of business.

Members will be included in site inspections and familiarisations as appropriate to the needs of the client. Where appropriate, preference will be given based on membership level.

Logo and Certificate
Members at all levels will benefit from displaying a Business Events Tasmania certificate of membership at their premises and having access to the Business Events Tasmania logo for promotional purposes.