



TOURISM
AUSTRALIA

WORKING WITH
BUSINESS EVENTS AUSTRALIA

Under the Business Events Australia brand, Tourism Australia raises awareness and consideration of Australia's quality business events product offering and delivery of both association and incentive events. Activity includes brand and content marketing, educational visits, trade engagement and events that allow the Australian business events industry to meet with qualified buyers to grow their business.

TARGET AUDIENCES

Tourism Australia targets business events planners and decision makers. Target customers are:

- › International incentive agents
- › Corporate decision makers for business events
- › International association event buyers and decision makers
- › International association delegates
- › International exhibition decision makers and attendees

CORE MARKETS

Tourism Australia focuses on international markets which represent the greatest return on investment. Core markets for Australia are:

- › Greater China – incentive focus
- › New Zealand – incentive focus
- › North America – incentive and association focus
- › United Kingdom and Europe – incentive and association focus
- › Global – international association delegates

TRADE DISTRIBUTION DEVELOPMENT

Tourism Australia offers a number of opportunities for industry to meet and do business with international business events buyers, both in key markets and Australia.

- › Exhibit on the Australia stand at international business events trade shows or attend a Tourism Australia event in market to meet with buyers, develop relationships, network and gain insights.
- › Contact your local convention bureau for more information about participating in tailored educational visits, which provide international business events decision makers a first-hand experience of Australian destinations and business events products.
- › Be part of Tourism Australia's signature incentive event, Dreamtime, held in Australia every two years, to connect with international incentive buyers and media during business sessions, networking events and the educational program.
- › Visit businessevents.australia.com/en/media-and-australian-industry/australia-on-show.html to view Tourism Australia's business events trade program calendar.

For more details on the business event trade program, contact Kelly Maynard, Head of Distribution Development and Partnerships at kmaynard@tourism.australia.com

MARKETING COMMUNICATIONS PROGRAM

Tourism Australia's business events global marketing communications program delivers content, brand presence and partnership marketing in key international business events markets, reaching media and the target audience. This activity includes print, digital, social media, public relations, direct marketing, brand and content. Tourism Australia provides several opportunities for industry to become involved.

- › Send us information on your business events product which can be communicated via a global strategy dedicated to showing why there's nothing like Australia for business events.
- › Share product information, videos, fact sheets, images, case studies and itineraries with us to create content including feature stories for a global business events audience.
- › Let us know about upcoming events attracting international delegates. These can be used to highlight Australia's performance as a business events destination through case studies, articles and social media.
- › Send information and share your news on your business events product or experiences to bea@tourism.australia.com

SOCIAL MEDIA

Tourism Australia has a Twitter handle which helps you connect with a global business events audience and keep up to date with the latest news.

Share your business events news and event success stories by tweeting [@MeetinAustralia](https://twitter.com/MeetinAustralia) or using the [#MeetinAustralia](https://twitter.com/MeetinAustralia) hashtag.

You can also follow us on LinkedIn to keep up to date with news on Australia's business event industry. Visit [linkedin.com/company/business-events-australia](https://www.linkedin.com/company/business-events-australia)

INDUSTRY RESOURCES

To assist Australian industry in optimising their product and message for an international audience, Tourism Australia offers a range of free tools including dedicated business events market profiles, video footage, images, how to market your product, research and insights. For access to these resources visit:

tourism.australia.com/statistics/market-profiles.aspx

images.australia.com

video.australia.com

tourism.australia.com/industry-advice.aspx

RESEARCH

CONSUMER DEMAND PROJECT

Tourism Australia has conducted international business events research into how business events planners and corporate decision makers view Australia and the factors that motivate them to choose a destination.

View the detailed report at

Australia.com/businessesevents/becdp

ASSOCIATION DELEGATE BEHAVIOUR RESEARCH

Tourism Australia has conducted research that examined the path to purchase behaviour of potential international association conference delegates. The research reveals the best channels and messages to use in order to convince delegates to travel to Australia for an association event.

This information provides a competitive advantage to associations in planning their Australian event and is available at

businessevents.australia.com/associationdelegatebehaviour

ADVANCE PROGRAM

Tourism Australia supports industry to deliver tactical marketing activities that can increase international delegate attendance at confirmed events taking place in Australia. The program begins at the start of the financial year through an application process. Please email bea@tourism.australia.com for more information.

BID FUND PROGRAM

Tourism Australia's Business Events Bid Fund Program (BFP) is designed to increase the conversion of bids for new international business events in Australia through the offer of financial support at the critical bidding stage. The BFP supports the conversion of new business in situations where Australia is bidding against international competitors for the right to host the business event.

Visit Australia.com/business-events for more information.

INDUSTRY EVENTS

Hosting an industry event? Tourism Australia can assist by participating in panel discussions, forums and workshops, and provide speakers to update your audience on our strategy and work. Please email bea@tourism.australia.com for more details.

INDUSTRY NEWSLETTER

Visit tourism.australia.com/subscribe to sign up for Tourism Australia's business events quarterly newsletter to keep up to date on our latest news, including registration information for trade shows, new tools for industry and the latest business events market profiles.



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