



CALENDAR OF OPPORTUNITY 2017–18

DIGITAL OPPORTUNITY

BRISBANE EVENT PLANNER

BrisbaneEventPlanner.com.au

The Brisbane Event Planner delivers event planners comprehensive venue, accommodation and service listings for the Brisbane region all in one location.

With over 2000 visitors a month, the Brisbane Event Planner showcases your business to an active audience looking for solutions to their event needs. Don't miss your chance to access this niche market. Capitalise on the growing trend for buyers to take the initiative and find what they are looking for, by exposing your business to this targeted, more engaged, event planning audience.

Prospectus Release Date: July 2017

Convention Member Price (12 Month Presence)

Silver Included in Membership

Upgrade to:

Gold \$1,040 incl. GST

Platinum \$2,090 incl. GST

Additional add on (optional)

Unique \$205 incl. GST

NB. These are 2016-17 prices

Activation: All year round

IMEX AMERICA 2017 – LAS VEGAS

IMEX America is a worldwide exhibition for incentive travel, meetings and events attracting where international planners and suppliers from the conference, convention and corporate event industries gather.

Prospectus Release Date: June 2017

Price: POA*

Activation: 10-12 October 2017

PAICE 2017 - AUCKLAND

Pacific Area Incentives & Conferences Expo (PAICE), organised and managed by ProMag Publishing, is a one day showcase of business events products and services for New Zealand based professional business events planners and corporate end users.

Prospectus Release Date: September 2017

Price: POA*

Activation: 14 November 2017

DREAMTIME 2017 - BRISBANE

Dreamtime is Tourism Australia's signature incentive showcase, designed to increase awareness of and interest in Australia as an outstanding incentive destination. The event provides Australian destinations and operators with the opportunity to connect with qualified business events buyers from around the world, whilst showcasing Australia's most outstanding incentive experiences.

Prospectus Release Date: TBC

Price: POA*

Activation: 3-6 December 2017

TRADESHOWS AND EVENTS

BRISBANE POP-UP 2017 – BRISBANE

A collective showcase of Brisbane product that is open for a few hours to the delight of local convention and meeting clients. Brisbane Pop-Up enables you to engage with event buyers, with the ultimate goal of driving leads and generating new and repeat business.

Prospectus Release Date: May 2017

Price: \$890.00 incl. GST

Activation: 24 August 2017



ASIA PACIFIC INCENTIVES AND MEETINGS EXPO (AIME) 2018 - MELBOURNE

AIME is the Asia Pacific's premier event for the meetings, incentives, conference and exhibition industry. It showcases the best Australian and Asia Pacific destinations, products and services all under one roof.

Prospectus Release Date: October 2017

Price: \$8,800 (share) \$15,900 (sole) – 2016 prices

Activation: 20-21 February 2018

BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE 2018 – CHENG DU, CHINA

The showcase is designed to deliver access to buyers, to provide insights into market trends and for industry to gain market intelligence. The 2017 showcase format will include face-to-face meetings with agents and corporate buyers as well as a seminar to provide destination knowledge and updates for event agents.

Prospectus Release Date: September 2017

Price: POA*

Activation: April 2018

IMEX EUROPE 2018 - FRANKFURT

IMEX Frankfurt is the key exhibition for incentive travel, meetings and events and where international planners from the conference, convention and corporate events industries gather to do business.

Prospectus Release Date: September 2017

Price: POA*

Activation: 15-17 May 2018

BEST PARTNERS CHINA 2018 - SHANGHAI

Tourism Australia's Greater China team conduct a series of events annually known as the Best Partners Program (BPP), held in partnership with an in-market key agency distribution partner. The BPP targets key corporate buyers and provides them with a taste of Australia's diverse destinations and unique business events offering.

Prospectus Release Date: April 2018

Price: POA*

Activation: June 2018

*POA: Price on Application

KEY CONVENTION MEMBER BENEFITS

CONVENTION MEMBER ORIENTATION

All new Convention Members are invited to meet with the Membership team after joining to discuss how you can work with us and the ways in which to leverage the Membership benefits.

Price: Part of Convention Membership fees

Activation: All year round

ONLINE CONVENTION & MAJOR EVENTS CALENDAR

Exclusive access to name and contact information for business event planners with a confirmed conference in Brisbane, along with event dates and delegate details. Information enables members to market to business event planners and to forecast based on convention and major event attendance.

Price: Part of Convention Membership fees

Activation: All year round

REQUEST FOR PROPOSALS (RFP)

Exclusive access to sales leads generated by the online Request For Proposal system.

Price: Part of Convention Membership fees

Activation: All year round

LEAD GENERATION WORKSHOP

The Lead Generation Workshop educates members on ways to respond and maximise event opportunities.

Price: Part of Convention Membership fees

Activation: July 2017

QUEENSLAND BUSINESS EVENTS SURVEY (QBES) WORKSHOP

The QBES Workshop educates members on the importance of this data and how to classify events held at their venue to best complete the survey.

Price: Part of Convention Membership fees

Activation: September 2017



BUSINESS NETWORK EVENTS

Join Brisbane Marketing staff and members for an evening of business networking in top Brisbane Convention Member venues.

Price: Two complimentary tickets as part of Convention Membership fees

Activation: By invitation - March/July/November

INDUSTRY SPOTLIGHT

Half-yearly briefings to inform members of current and upcoming Convention Bureau, Tourism and Major Events activity and provide insights to the broader Brisbane business events industry.

Price: Included in Convention Membership fees

Activation: By invitation

MEMBER SITE INSPECTIONS

Opportunity for Convention Bureau staff to visit member businesses to enhance and maintain product knowledge. Held Wednesdays at 9.00am.

Price: Included in Convention Membership fees

Activation: Contact Membership to arrange

BRISBANE MARKETING STAFF PRESENTATION

Opportunity to present the member business to key Brisbane Marketing staff. Held Fridays at 9.00am.

Price: Included in Convention Membership fees

Activation: Contact Membership to arrange

BUSINESS DIRECTORY

Member business contact details, description and image featured on the online Business Directory that can be accessed via brisbanemarketing.com.au

Price: Included in Convention Membership fees

Activation: All year round