



# PARTNERSHIP PROSPECTUS

# 2022-23







# ACKNOWLEDGMENT OF COUNTRY

Business Events Perth acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and communities.

Business Events Perth also acknowledges the traditional custodians of the boodja where we are based, the Whadjuk Noongar people.



# YOUR *Investment*

Business Events Perth is a not-for-profit, membership-based organisation funded by Tourism Western Australia and the City of Perth. Business Events Perth connects conference, meeting, incentive and exhibition planners with Western Australia's extraordinary experiences, venues, and local suppliers to create inspiring business events. Business Events Perth offers in-kind and event funding support to organisers who are considering Western Australia as the host destination for their next business event.

Business Events Perth works hard to attract national and international business events, across a range of industries, to Western Australia. Through collaboration with industry partners, Business Events Perth secures business events to Western Australia, and inspires new and innovative ways of meeting, across the State.

According to research conducted by the Business Events Council of Australia, "Business events are an economic powerhouse of the Australian economy – they foster trade, export, investment, diplomacy, education and knowledge transfer. They also generate employment, tax revenue and stimulate the visitor economy, with their benefits spreading across both city and regional areas resulting in significant flow-on benefits for other sectors of the economy."

Across the 2020-2021 financial year, the Business Events Perth team secured 67 national and international business events, set to occur in Western Australia out to 2024, boosting the State's economy by more than \$54 million. In addition, funding from the State Government through Tourism WA enabled Business Events Perth to directly support the staging of 190 local business events, connecting more than 82,000 delegates across the State,

meanwhile assisting industry recovery, and boosting local jobs.

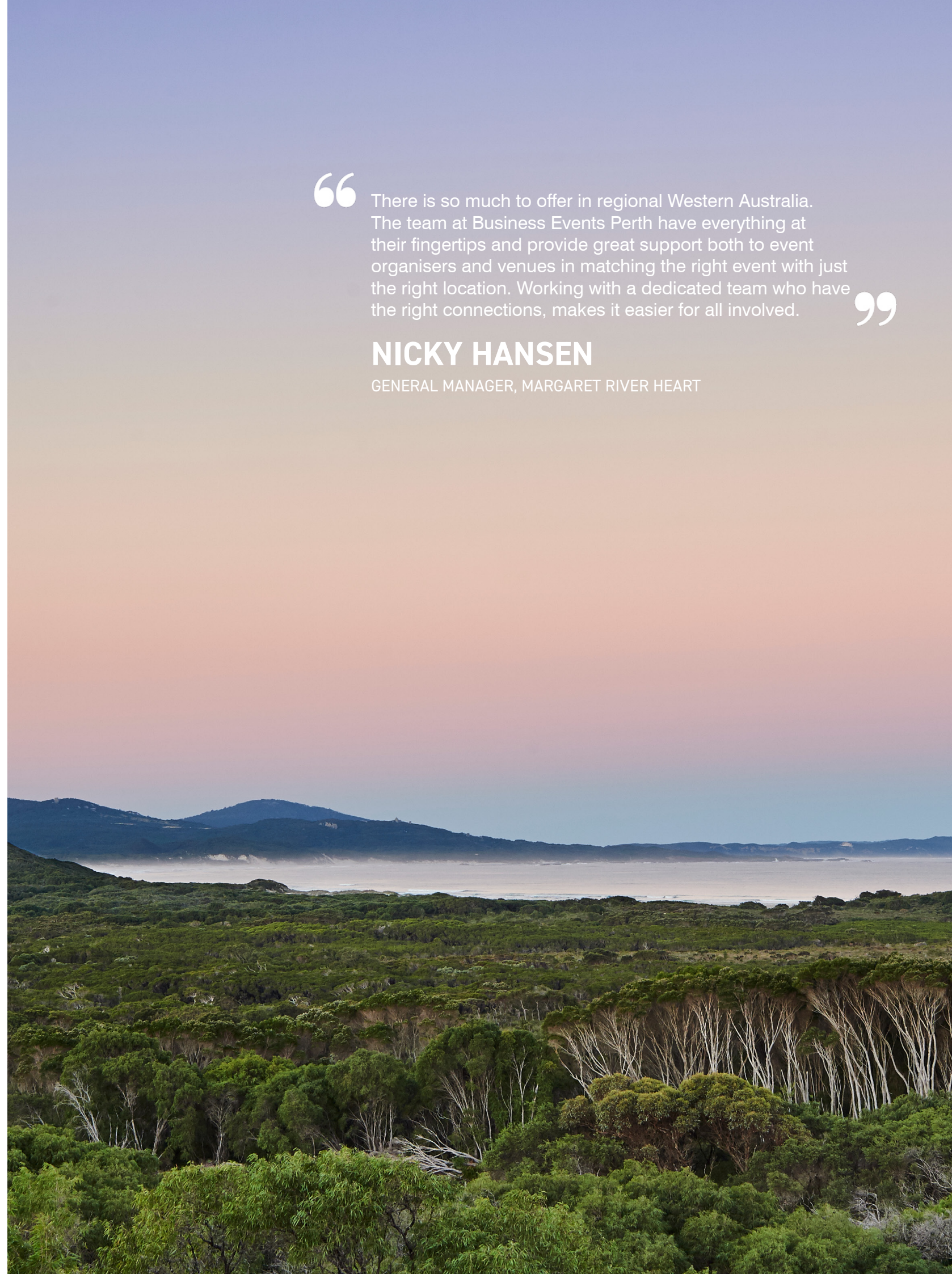
From research to bidding to event execution, Business Events Perth represents the interests of local tourism and business event suppliers, who offer a wide range of products to stage a successful event in Western Australia. Current members include hotels, venues, professional conference organisers, photographers, gift suppliers, tour operators, AV providers and more. Members also have the privilege of accessing Business Events Perth's calendar of confirmed events, business-to-business (B2B) opportunities at networking and educational events, support in securing potential business events and other cooperative marketing activities.

As domestic and international delegates begin to return the state and industry recovery is on the horizon, collaboration with industry partners is more important than ever. Over the coming year, Business Events Perth is set to continue innovating in a changing landscape, not only when attracting and supporting business events to Western Australia, but also within marketing initiatives, aimed directly at supporting it's' members recovery.

“There is so much to offer in regional Western Australia. The team at Business Events Perth have everything at their fingertips and provide great support both to event organisers and venues in matching the right event with just the right location. Working with a dedicated team who have the right connections, makes it easier for all involved.”

**NICKY HANSEN**

GENERAL MANAGER, MARGARET RIVER HEART





# KEY INITIATIVES & programs

Maximise your involvement within the business events market in Western Australia, through Business Events Perth's unique membership features.

## DESTINATION MARKETING FUNDING AND CONFIDENTIAL LEADS

The team at Business Events Perth assists members in securing national and international business events through destination funding support. Depending on the type of business event, funding may cover marketing expenses to increase delegate attendance, hosting a site inspection with the key decision maker or even direct funding towards a local activity to support the staging of the event. Business Events Perth works confidentially in partnership with its financial members to assist in securing business events.

## FAMILIARISATIONS (FAMILS)

Hosting famils is a great way to showcase Western Australia to clients. Throughout the year, the Business Events Perth team hosts several familiarisation tours for event decision makers, showcasing Western Australia's awe-inspiring regions and event capabilities.

## NATIONAL & INTERNATIONAL DESTINATION SHOWCASE

Held nationally and internationally, destination showcases invite key stakeholders to learn about Business Events Perth's initiatives and members, helping develop future business opportunities and boost client engagement. The typical client profile includes key decision makers in the association, and corporate and incentive markets.

## TRADE SHOWS

Business Events Perth's members have the opportunity to market Western Australia

and their product at more than one key industry trade shows throughout the financial year. Taking place both nationally and internationally, Business Events Perth occupies booth space at various industry relevant trade shows, with formats varying from in-person to hybrid events. Trade shows are a great way to connect with target audiences and to leverage the significant marketing and logistical support provided by Business Events Perth.

## MARKETING OPPORTUNITIES

Business Events Perth champions its members' products and services through effective and high-quality marketing assets. These include a recently redeveloped website, a brand new 2022/2023 Business Event Planners Guide – a digital, interactive document featuring the A-Z of hosting business events in Western Australia, 3D Virtual event space tours and a budding content creation program – showcasing member product across the state of WA, distributed to relevant stakeholders both nationally and internationally.

## ENGAGE WITH IN-MARKET REPRESENTATIVES

Business Development Managers located in New South Wales and Victoria, are strategically placed to enable Business Events Perth and its members to engage in cooperative sales meeting and industry tradeshow. In the current travel restricted environment, it is vital to maintain on the ground sales personnel who can carry out face-to-face meetings with clients, be an in-market contact for Business Events Perth members and continue to promote Western Australian to interstate markets.







## KEY INITIATIVES AND PROGRAMS cont.

### BID INVOLVEMENT

The Business Events Perth team is constantly identifying business events that have the potential to be hosted in Western Australia. Actively working with relevant organisations to bid for national and international events, Business Events Perth partners with its members to contribute competitive proposals. This information is then presented to key decision makers, positioning Western Australia as the optimal destination for their business event.

### REFERRALS

Business Events Perth offers a free of charge referral service for anyone organising a business event in Western Australia, recommending appropriate member services and products that fit the brief.

### NETWORKING & EDUCATIONAL EVENTS

Throughout the year, networking and educational events hosted by Business Events Perth connect industry professionals within the local market, and foster the development of future opportunities within the sector. Working collaboratively with its members, networking and educational events are a great opportunity to showcase member product and services and develop new ideas in an engaging and collaborative environment.

### BUSINESS EVENTS CALENDAR

The Business Events Calendar provides a comprehensive, confidential list of future business events coming to Western Australia. The calendar provides members with information such as the meeting dates, venue, estimated attendees, event description and a direct contact for

Business Events Perth members to connect and promote their product or service directly to the organiser. The calendar can be accessed through the Partner Portal.

### NEWSLETTER & SOCIAL MEDIA

Regular CEO updates are distributed to Business Events Perth members, outlining recent activities, industry news and policy developments within the business events sector. Additionally, a newsletter is regularly distributed to the Business Events Perth subscriber base, which is comprised of key buyers, clients, industry media, and events industry professionals, profiling its members and successful business events held in Western Australia. Business Events Perth is also active on all key social media channels, leveraging engaging content, and often featuring members' content, in its efforts to market Western Australia as a premium and unique business events destination.

### SITE INSPECTIONS

Site inspections are "one-on-one" programs for clients who have confirmed a business event for Western Australia and need to view or meet with local venues and services. All relevant members are given the opportunity to showcase, however those selected are driven by the client's request and specific business event.

### DELEGATE OFFERS

Delegate offers is a new initiative allowing Member Partners to directly promote seasonal specials / deals to business event delegates. These special offers will be promoted through dedicated delegate facing micro-sites providing B2C lead opportunities.





# MEMBER PARTNER

## benefits

Partnering with Business Events Perth gives your business direct access to decision makers, brand profiling to captivate audiences and enhanced sales and networking opportunities. With five membership options, Business Events Perth Member Partners are able to add value to their membership as they see fit, and control exactly the elements of partnership that their business finds most valuable.

BENEFITS	PLATINUM FROM \$4310 + GST	GOLD FROM \$2565 + GST	SILVER FROM \$1500 + GST	BRONZE FROM \$1000 + GST	VIRTUAL SELF- SERVICE / NO FEE*
Opportunity to provide <b>special offers</b> to business event delegates via dedicated conference microsite (delegate offers)	PRIORITY LISTING	PRIORITY LISTING	✓	✓	\$
Opportunity to be represented in BE Perth new destination <b>digital marketing assets</b>	PRIORITY	✓	✓	✓	-
Maximise opportunities through knowing the in's and out's of your partnership with BE Perth via <b>Partner Educationals</b>	COMP X 1 ADDITIONAL \$	COMP X 1 ADDITIONAL \$	COMP X 1 ADDITIONAL \$	COMP X 1 ADDITIONAL \$	\$
Inclusion in BE Perth <b>Digital Business Event Planners Guide</b>	FULL PAGE FEATURE	1/2 PAGE FEATURE	1/4 PAGE FEATURE	1/8 PAGE FEATURE	LISTING TABLE ONLY
Promotion on the Business Events Perth <b>website</b>	FOUR SUB-CATEGORIES PRIORITY LISTING	THREE SUB-CATEGORIES	TWO SUB-CATEGORIES	ONE SUB-CATEGORY	ONE SUB-CATEGORY
Inclusion in Business Events Perth <b>bid proposal</b> (subject to client criteria)	✓	✓	✓	✓	✓
Opportunity to engage with clients during <b>site inspections</b> (subject to client criteria)	✓	✓	✓	✓	-
Access to BE Perth <b>partner portal</b> (to receive direct leads, access reports and manage website listing)	✓	✓	✓	✓	-
Opportunity to submit an <b>article</b> for the BE Perth e-newsletter	✓	✓	✓	✓	-
Opportunity for exposure on BE Perth <b>social media</b> platforms	PRIORITY	✓	✓	✓	-
One annual ' <b>Meet the team</b> /Product update' exchange	UNLIMITED	✓	✓	✓	-
Create new connections at BE Perth's Partner and <b>Industry networking events</b>	✓	✓	✓	✓	\$
Access to Association <b>Business Event Calendar</b> for proactive business development (years in advance, frequency of calendar)	UNLIMITED MONTHLY	THREE MONTHLY	TWO QUARTERLY	ONE QUARTERLY	-
Opportunity to co-exhibit at national and international <b>trade shows</b>	\$ PRIORITY INVITATION	\$	\$	\$	-
Personalised team <b>training</b> on BE Perth partner extranet portal	UNLIMITED	✓	✓	✓	-
Opportunity for <b>3D venue tour</b> to be undertaken and utilised by both BE Perth and the partner property	✓	✓	\$	\$	\$
<b>Priority listing</b> on BE Perth website supplier search	✓	-	-	-	-
<b>Quarterly meeting</b> with assigned BE Perth Business Development Manager	✓	-	-	-	-
Attendance at the <b>Platinum Members Lunch</b> (GM or DOSM level)	COMP X 1	-	-	-	-

Business Events Perth reserves the right to decline an application and can nominate the level of membership it deems appropriate for the type of business event service or product offered by the applicant. Hotels and venues in the CBD with more than 80 rooms must retain a minimum of Gold Membership and pay according to its venue size – a standardised formula is in place for this. To support participation from providers across WA's regions, BE Perth offers a 50% reduction across all membership categories for businesses outside of the Destination Perth region – please enquire for details. \*Virtual membership has no voting rights, is a self-service level only and has a two year limit before requirement to become a financial member.



# BUSINESS EVENTS PERTH

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## MAJOR STAKEHOLDERS

