

QCB LEAD PROPOSAL TRAINING

January 2026





WHAT DO WE DO?

Queenstown Convention Bureau's (QCB) role is to position the Queenstown Lakes region as a leading business events destination for planners across all markets and industries.

QCB does this through supporting members with their business events offering and acts as a neutral connection between those considering/planning a business event (clients) in the region and our membership.

WORKING WITH CLIENTS

What is a lead?

A lead is an inquiry for a business event, where a client expresses interest in Queenstown or Wānaka as the destination for their event. This inquiry creates an opportunity for Queenstown and Wānaka suppliers to submit proposals for their business.

Leads typically originate from various types of events, including conferences, exhibitions, incentive programmes, social functions, tradeshows, and small meetings.

Our clients include Corporate entities, Professional Conference Organisers (PCOs), Incentive Houses, and Associations/Societies.

How does QCB receive leads?

Channels include website RFP submissions, emails, phone calls, trade shows, referrals and existing relationships.



WORKING WITH CLIENTS

Why do clients come to QCB?

Clients choose QCB because we offer an impartial, complimentary service dedicated to supporting their event planning needs. We assist not only with sourcing venues, but also are there to support full event programmes, ensuring the perfect match for both the clients and suppliers to create unforgettable experiences.

Activities QCB takes part in to build relationships with clients:

We attend trade shows, organise roadshows, conduct sales calls with existing and new clients, check in with them through emails or phone calls, share our Bureau Remarks, connect with clients via LinkedIn, and offer our assistance with hosting site inspections and familiarisations.



QCB LEAD PROCESS

- QCB receives the lead and connects directly with the client to get a full picture of the business events programme.
- From this, we enter the event requirements into our CRM, and share the opportunity with suppliers that best fit the clients' needs, via email prompt, adding the lead to the suppliers' portal.
- Suppliers fill in the QCB proposal template with the lead details and submits via the DQ/LWT portal.
- The QCB Sales Manager assigned to the lead pulls together the final proposal, inclusive of any additional supplier information requested and sends it to the client. We encourage clients to contact suppliers directly if they are interested in pursuing the lead.
- We follow up with the client and keep the lead open until a decision has been made.
- We maintain our client relationship from the initial inquiry through to post-event, providing support with any additional information and ensuring they maximise their event experience in Queenstown and Wānaka.



LEAD PROPOSAL TEMPLATES

- ACCOMMODATION & CONFERENCING
- ACCOMMODATION ONLY
- VENUE

ACCOMMODATION AND CONFERENCING

Property name



Test Hotel – An Example

Contact: Lorem Ipsum
 Email: Lorem.ipsum@hotel.co.nz
 Website: www Lorem Ipsum Co.nz
 Telephone: +12 345 678 999
 Address: 123 Lorem Ipsum Lane, Queenstown 9300 New Zealand
 Rating: ★ ★ ★ ★ ★



Logo

Location and contact details



Hero imagery



Lead details



DQ LEAD #: DQ#####
DATE OF EVENT: 5-7 Sep / 12-14 Sep / 22-24 Sep 2024
DATE OF PROPOSAL: ## Month 20YY – valid until ## Month 20YY
 Insert the key takeaway message about your property in bold, in the first line of this paragraph. The remainder of this portion should be other key details. Content should be about 70 words. Content should be about 70 words. Content should be about 70 words. This content should be about 70 words. This content should be about 70 words. This content should be about 70 words. This content should be about 70 words.

ADDITIONAL CHARGES & CONCESSIONS
 Add any further details around charges and concessions in the below fields – use the layout tab to add/ remove rows. Some examples of content below
 Complimentary Rooms: 1x complimentary room for every 30 fully paid rooms
 Breakfast: included in room rate / \$35.00 per person
 Internet: Unlimited ultrastat
 Pre & Post Stays: Charged at the quoted rate
 Room Drops: \$##.## per room per delivery
 Car Parking: \$##
 Portage: Complimentary round trip luggage handling
 Turndown: 5 VIP rooms will receive complimentary turndown. Remaining rooms will be charged \$##.## per night for this service.
 Conditions: This proposal is subject to availability at time of booking. All rates include GST and are quoted in NZD.

DAY DELEGATE PACKAGE

FULL DAY DELEGATE PACKAGE	HALF DAY DELEGATE PACKAGE
NZ \$## per person	NZ \$## per person
Includes: - Plenary Room hire - Morning tea - Buffet lunch - Afternoon tea - Use of basic in-house equipment - Iced water and mints - Notepads and pens	Includes: - Plenary Room hire - Morning or afternoon tea - Buffet lunch - Use of basic in-house equipment - Iced water and mints - Notepads and pens

Property key messages



Accommodation pricing



ACCOMMODATION
 Dates: September 2024

ROOM TYPE	NUMBER OF ROOMS	RO/BB Rate 5-7 Sep 24	RO/BB Rate 12-14 Sep 24	RO/BB Rate 22-24 Sep 24
Superior Rooms	22	NZ 259.00	NZ 279.00	NZ 302.00
Junior Suites	14	NZ 305.00	NZ 332.00	NZ 375.00
Executive Suites	12	NZ 400.00	NZ 480.00	NZ 440.00

CONFERENCE ROOM HIRE

ROOM TYPE	ROOM HIRE PER DAY
Galaxy Ballroom	NZ \$#,000
2/3 Galaxy Ballroom	NZ \$#,000
1/3 Galaxy Ballroom	NZ \$#,000
Meeting Room 1&2	NZ \$#,000
Meeting Room 3&4	NZ \$#,000
Meeting Room 5	NZ \$#,000

Additional charges and concessions

Delegate packages

Conference room prices

Notes and T&C's

ACCOMMODATION AND CONFERENCING

Test Hotel – An Example

Contact: Lorem Ipsum
 Email: Lorem.ipsum@hotel.co.nz
 Website: www.loremipsum.co.nz
 Telephone: +12 345 678 999
 Address: 123 Lorem ipsum Lane, Queenstown 9300 New Zealand
 Rating: ★★★★★



Different range of hero imagery ←



Capacity chart ←

	AREA SQUARE	THEATRE	CLASSROOM	BANQUET	U-SHAPE	BOARDROOM	CABARET	COCKTAIL
Galaxy Ballroom	17.74m x 27m	600	270	-	600	350	270	-
Galaxy I, II, III	17.74m x 9m	150	90	50	150	100	70	50
Meeting Room 1, 4	7.0m x 4.5m	30	24	24	-	-	-	20
Meeting Room 2, 3	3.6m x 3.9m	-	-	8	-	-	-	-
Meeting Room 5	9.7m x 6.25m	50	32	30	-	-	-	30

Additional information ←

ADDITIONAL INFORMATION SENTENCES

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CONFERENCE KIT

Looking for more information? Check out our full conference kit here.

CONTACT US FOR FURTHER INFORMATION

johnsmith@hotel.com

+44 1753 175 654 759

→ Additional information

→ Conference kit

→ Contact details

VENUE

Property name

A Venue – Example

Contact: Lorem Ipsum
 Email: Lorem.ipsum@hotel.co.nz
 Website: www.loremipsum.co.nz
 Telephone: +12 345 678 999
 Address: 123 Lorem Ipsum Lane, Queenstown 9300 New Zealand



Logo

Location and contact details

Hero imagery



Lead details

DQ LEAD #: DQ#####
 DATE OF EVENT: #th - #th September 2020
 DATE OF PROPOSAL: August #, 2020 – valid until September #, 2020

ITEMISED COSTS	PER PERSON EXCL GST	SET COST EXCL GST
Venue Hire	-	\$2700
Extension (when over 150pax)	-	\$1200
Additional chairs (over 140pax only)	\$10	-
Additional chairs (over 140pax only)	\$10	-
Centre Pieces est (incl candles)	From \$10	-

- ADDITIONAL INFORMATION LIST**
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Venue rates

Property key messages

Insert the key takeaway message about your location in bold, in the first line of this paragraph. The remainder of this portion should be other key details. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words. Content could be up to 90 words.

ADDITIONAL INFORMATION SENTENCES

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Additional information

Venue capacity

VENUE AREAS
 Dates: 7 – 12 September 2020

AREA	STANDING	SEATING	DATES AVAILABLE
Saloon	60	60	Sept 25 – 31
Fo'c'sle Gallery	60	60	Sept 24 – 31
Total	120	120	Sept 25 – 31

FURTHER VENUE DETAILS
 Looking for more information? Check out more information [here](#).

CONTACT US FOR FURTHER INFORMATION
 johnsmith@hotelhotel.com
 +64 (0)3 123 456 789

Contact details



TEMPLATE GUIDELINES

- For consistency across all proposal pages, please keep font, size of font, colours, and the basic order of the page the same.
- This is an introduction to your property, so please only include key details on the template. You can, however, add a link to your website, conference kit or image gallery, providing clients with more information.
- Parts of the template have been built using ‘tables’ meaning you will have to manually add/remove lines.
- Include all dates available in one proposal. If rates differ, highlight this in the columns.
- Save your template as a PDF before you upload.

RFP REQUEST EMAIL



NEW SALES LEAD

The Queenstown Convention Bureau (QCB) is pleased to present you with a Request for Proposal (RFP) for the following piece of business.

Sales Manager: Sarah McDonald
Reference Number: 2291
Event Type: Conference
Event Attendees: 250
Response Date: 31-05-2024

Please login to the [members RFP portal](#) to view RFP and submit your response for this lead by 12 noon *31-05-2024*.

Availability and quotes should be included in the QCB proposal template and uploaded as a PDF file.
If you do not wish to pursue this lead please submit this as your response on the members RFP portal.

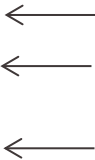
Please submit only one proposal, and include all available dates in the template. In the portal, tick 'Yes' for all dates you have quoted for and 'No' for any dates that are unavailable or not quoted.
There is no need to upload multiple proposals.
Any additional notes can be added in the 'Bureau-Only Comments' section.

Need a reminder on best practice for submitting a RFP? See manual [here](#).

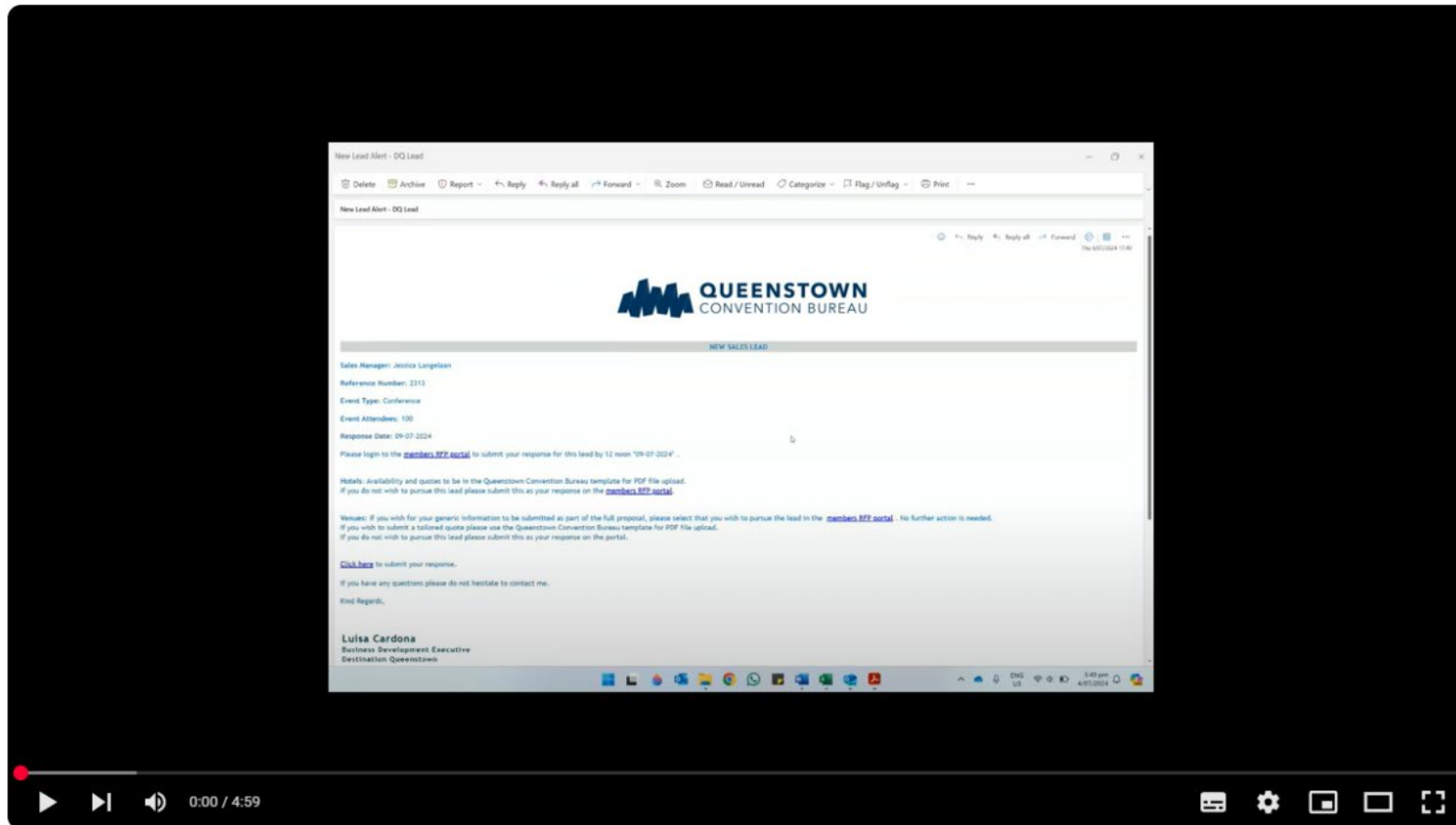
If you are seeing this email after the due date or if you have any questions, please do not hesitate to contact me.

Kind Regards,

Sales Manager assigned
Lead details & response date
Member RFP portal link



SUBMITTING AN RFP – DEMONSTRATION





SUBMITTING YOUR PROPOSAL

- Always submit your response attachment as a PDF.
- Upload only one proposal and indicate with a YES or NO, if your property is available on other dates.
- If you're unable to hold the event, please respond with the reason why.
- The usual response time set for a lead is 48 hours. If you miss the cut off, please send directly to the assigned Sales Manager.
- If you face any issues with logging into the extranet, please contact QCB Business Development Executive for a password reset.
- If you have any questions at point of submission, please contact the assigned lead Sales Manager noted in the email.

CLOSING A LEAD

Confirming a Lead

Once a client confirms their event in Queenstown and Wānaka, we will send an email notification to inform you that Queenstown and Wānaka has been selected. We do not disclose the properties chosen. You will have had contact with the client if your property was confirmed.

Losing a Lead

If a client decides not to pursue Queenstown and Wānaka for their event, we will send an email notification to inform you that Queenstown and Wānaka was not chosen. We strive to gather as much information as possible from the client to provide you with detailed feedback.

Lost Business Reasons

The DQ CRM system offers limited options for categorising reasons for lost business. Consequently, there may be various reasons why Queenstown and Wānaka was not selected.

These email notifications are sent to keep you informed, allowing you to update and close the lead on your end.



CONFIRMED BUSINESS EMAIL

Confirmed Business

☺ Reply Reply all Forward 📎 📧 ⋮
Mon 6/01/2025 16:01



CONFIRMED BUSINESS

Thank you for participating in the quoting process for the below piece of business. We are delighted to share that Queenstown has successfully secured this event.

A contract is now in place with one (or multiple) Queenstown supplier(s). If you were the successful supplier, the client would have contacted you directly to confirm.

If you have not been contacted, it means your quote was not selected in this occasion. We sincerely appreciate your efforts and thank you for your continued support.

Sales Manager: Sarah McDonald
Reference Number: 2291
Meeting Type: Conference
Requested Dates: From: 13-08-2026 To: 17-08-2026
Event Attendees: 250

If you have any questions, please do not hesitate to contact me.

Kind Regards,

LOST BUSINESS EMAIL

Lost Business

☺ Reply Reply all Forward Mon 6/01/202



LOST BUSINESS

Thank you for quoting Jessica Langelaan ' piece of business.

Sales Manager: Sarah McDonald
Reference Number: 2291
Meeting Type: Conference
Requested Dates: From: 13-08-2026 To: 17-08-2026
Event Attendees: 250

We have heard from the event organiser and unfortunately Queenstown was unsuccessful in the bid process.

Lost Reason: Lost to alternative destination.

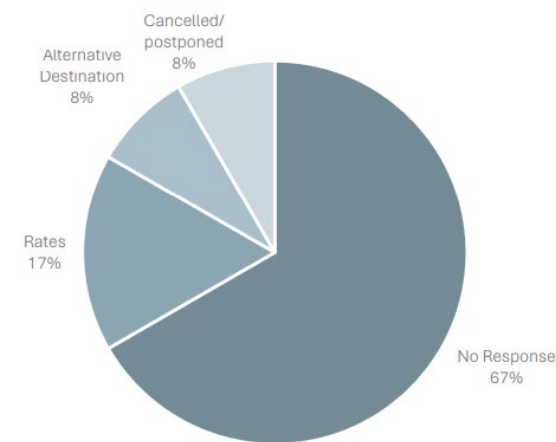
If you have any questions please do not hesitate to contact me.

Kind Regards,

Lost reason details ←

LOST LEADS REASONS

The graph below reflects the number and reasons why leads were lost in the last quarter.



Quarterly Report
January – March 2024

TOP TIPS

- Submit your proposal within the given request period.
- Include all relevant information in one proposal, even when you are pursuing multiple dates.
- Proposal images should be the best representation of your property; horizontal placement, warm and welcoming, wider style shots to include event set-up and room features.
- Include a link to your website, conference kit, or image gallery to give clients more information about your business.
- If there are changes in your organisation's lead recipient details, let the QCB Business Development Executive know.



WORKING WITH QCB



Share product updates

For presentation and marketing opportunities, such as our Bureau Remarks and LinkedIn page, keep us updated on your products and share any video and imagery you are happy for us to use to promote your business.



Stay engaged with DQ

Stay up to date with the latest happenings in Queenstown and Wānaka through our [Fortnightly Remarks](#) and learn about QCB's activities in our [Quarterly Reports](#).



Learn more about QCB

The [member hub](#) includes the latest data and insights, industry events, and a range of resources designed to help build capability among businesses within the Queenstown and Wānaka region.

Check out our [QCB 101](#) presentation for a deep dive into what the Bureau does.

MEET THE TEAM



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THANK YOU



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Queenstown 9300

Luisa Cardona

E: luisac@queenstown-wanaka.nz

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