



Business Events Geelong

Strategic Plan 2017- 2021

Business events are worth

\$20.3 BILLION

to the Australian economy



WHAT WE TARGET

Corporate, Association & Government



WHERE WE TARGET

FIRST TIER:
Melbourne & Sydney

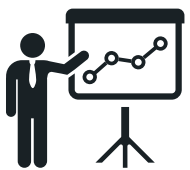


WHO WE TARGET

Personal & Executive Assistants,
Event Planners & Professional
Conference Organisers



SECOND TIER:
International, Local,
Regional Victoria &
Other Interstate



BRAND PYRAMID

INSPIRING BUSINESS EVENTS,
IN A REFRESHING PLACE...



VISION To be recognised as Australia's leading regional convention bureau

STRATEGIC STATEMENT To facilitate business events growth

How we will deliver **OUR PRIORITIES**

PROMOTION

WE WILL

- Position Geelong & The Bellarine as a place to meet
- Build the brand of Geelong & The Bellarine as a destination to discover beyond the boardroom

BY

- Developing a marketing strategy which will include PR, digital and social media activity

WE WILL

- Provide and promote services that add value to conferences in the region

BY

- Actively provide value adds to members and buyers that add to the delegate experience

DEVELOPMENT

WE WILL

- Create opportunities for members to increase service standards to ensure a high performing business events industry

BY

- Establishing and implementing a tailored business events educational platform for members to enhance their service offerings

LEADERSHIP

WE WILL

- Provide opportunities for members to connect with new and existing buyers

BY

- Creating a program of networking opportunities that enables members to capitalise on relationships with buyers

WE WILL

- Maintain, nurture and grow relationships with members and buyers

BY

- Developing a sales strategy that includes activity such as sales calls, relationship management and bidding opportunities

WE WILL

- Raise awareness of the positive impact business events has on the overall visitor economy

BY

- Collecting business events data and leveraging off key industry partnerships to advocate the importance of business events

