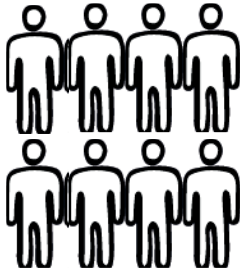


# Business Events Geelong

2017 YEAR IN REVIEW



780  
NEW CONTACTS

NUMBER OF LEADS

54  
TOTAL  
53%  
CONFIRMED



8 FORMAL BIDS



CELEBRATE

Inducted into the Meetings and Events Australia Hall of Fame for best 'Regional Marketing Destination'.



THE WINS

1500

NEW PLANNERS GUIDES  
TO PROMOTE...

70

ACTIVE BUSINESS EVENTS  
GEELONG MEMBERS AT...

5

TRADESHOWS

NEW LOOK AND FEEL

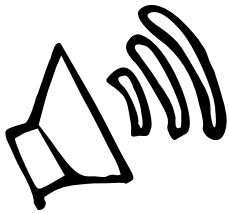


MEDIA CIRCULATION OF  
PRINT ADVERTISEMENTS



42,569

PROMOTED GEELONG AND THE BELLARINE TO



220  
EVENT ORGANISERS

@

3  
EVENTS

I AM MORE LIKELY TO BRING  
BUSINESS TO THE REGION

74%

MY PERCEPTION OF GEELONG  
AND THE BELLARINE AS  
A BUSINESS EVENTS  
DESTINATION HAS NOW  
CHANGED

48%

36% more Facebook followers and 61% more Instagram followers



MINUTES THAT VIDEO  
CONTENT WAS WATCHED



WEBSITE  
views

10%

22%  
NEWSLETTER  
open rate

WELCOMED

15

EVENT  
ORGANISERS

TO EXPERIENCE THE REGION

OVER

4

DAYS



Where to in

2018



- Grow our presence in the International Market
- Refresh the Business Events Geelong website
- Launch the Business Events Geelong Ambassador Program