

NORTHERN TERRITORY CONVENTION BUREAU

Co-operative marketing and business
development opportunities guide
2016/2017



OVERVIEW

The Northern Territory Convention Bureau (NTCB) is a division of Tourism NT with the primary role of attracting business events to the Northern Territory. Unlike other Australian convention bureaux, the NTCB is a non-membership-based organisation, covering the whole of the NT.

Targeting decision makers, influencers and planners of association, corporate and government business events, the NTCB's strategy will focus on the unique business event experiences of three distinct regions, namely Darwin, Alice Springs and Uluru.

Over the past 18 months, based on in-depth market research, significant ground work has been undertaken to get our marketing message finely tuned. We have migrated over to a new more effective CRM, digitised our bid documents, built a content library and a new campaign, Think Unconventionally. The job is on-going but we're ready to get to market and our target audience.

The goal of doubling overnight visitor expenditure by 2020 - Tourism 2020 - is at the heart of our business.

While the work we do contributes about 3 per cent to the NT's total visitor spend annually, the market is highly competitive. We must collaborate more closely to compete harder for the business.



COLLABORATION - KEY TO SUCCESS

GOAL - Overcome the barriers of low awareness, perceptions of high risk and constrained supply to attract more Business Events by using our "Think Unconventionally" Campaign.

In the highly competitive business events market, partnership with industry is very important for gaining the attention of our target audience and then successfully converting the business. Getting to the NT's Tourism 2020 goal cannot be done without strong collaboration with you, the industry.

This Guide contains details of the NT Convention Bureau's series of co-operative business development and marketing opportunities for 2016/17. Designed to generate leads by promoting Darwin, Alice Springs and Uluru as a viable, attractive and capable business event destinations to the Australian market, our plans for 2016/17 have a range of areas where we can collaborate.

Two major activities that we believe will strengthen our competitiveness are detailed below:

1) Think Unconventionally Campaign

This year we will run a large domestic campaign designed to acquire leads. Phase One, from September - early December will build awareness and drive interest. Digital channels will be primarily used which enables us to be nimble and highly targeted with our messaging. Over the past 3 months, LinkedIn has proven to be highly effective in this way.

Phase Two will enable us to present special offers to customers and this is a key co-op marketing opportunity to generate leads. This is scheduled for February- May 2017.



2) Simpleview

Our new CRM which is used extensively by convention bureaux here and in North America has an integrated extranet business events channel for you to use. This will enable us to collaborate in five key ways:

a. Update your information about your product, venue or property so that you appear fully on our website including your basic information, meeting room sizes, catering highlights and photos. Our new website connection to Simpleview will also enable event planners to make an enquiry with you in one click.

b. Service leads - leads generated through the advertising campaign will be distributed via the extranet and your team will be able to fully respond with a quotation.

c. Service NTCB bids where we need information to assist in writing our customised bids when they are requested by the planner. You can also keep updated on the progress of the bid.

d. Update meeting profiles post event with materialisation data enabling all of us to get better insights into the size and nature of the industry.

e. Track any media mentions of your product as a result of proactive and reactive media pitching by the NTCB.

TRADE EVENTS

1. CONVENTIONS WALKABOUT 2016

ConveNTions Walkabout is an annual roadshow. The 2016 program will consist of four (4) networking and presentation events in key markets where we have identified important client bases.

The aim of these events is to showcase the NT as a viable, attractive and capable destination for business events and to maximise opportunities for NT operators to connect with potential business leads in a face-to-face environment.

We will target professional conference organisers (PCOs), destination management companies (DMCs), event planners, in-house meeting organisers, associations and corporate decision makers in each city.

In designing the program, we have considered opportunities for NT operators to conduct their own sales activities before or after the events and thereby maximise your investment.

To ensure you are talking to the right people, we have a number of participation options that allow flexibility to attend the events that will reap the most benefit for your organisation.

Networking event

Adelaide Monday 24 October From 12:00pm Target 20+ attendees

Speed dating event

Brisbane Tuesday 25 October From 5:30pm Target 30+ attendees

Sydney Wednesday 26 October From 5:30pm Target 80+ attendees

Melbourne Thursday 27 October From 5:30pm Target 60+ attendees





Participation Details

Space is limited to the first twenty (20) eligible partners who apply. Please ensure you complete and sign the attached Registration Form and return it as soon as possible to avoid disappointment. Registration Form and related Terms and Conditions are provided at the end of the Guide.

Value Adds

Additional copies of the NT Business Events Product Guide will be printed and distributed at AIME in February 2017, to planner and media familiarisation participants and used internationally in both hard copy and e-versions specifically in SE Asia and in China after translation into Mandarin.

Partners joining us for the four city program will also receive the contacts list the NTCB gathers at Asia-Pacific Incentives and Meetings Expo (AIME) 2017 in Melbourne.

Participation Fees

Three city road-show	\$3,000 +GST
Add Adelaide - Four city road-show	\$3,200 +GST
Add a third attendee	\$500 + GST / event

Inclusions

- * Participation for up to two (2) delegates from your organisation at each event
- * Name badge for each delegate
- * One high table (note no power to tables) in Brisbane, Sydney and Melbourne
- * List of RSVP's prior to event for research
- * One page product inclusion, full colour in the NT Business Events Product Guide
- * Custom-made, highly portable tabletop pull up banner
- * Catering at all venues: drinks and canapés
- * Your organisation featured in pre-event PR/Media initiatives
- * Your organisation details on event collateral
- * Project management and event coordination at each venue

Booking Deadline

1 August 2016



2. AIME 2017

Asia- Pacific Incentives and Meetings Expo 2017

From 21-22 February 2017 at Melbourne Convention and Exhibition Centre, Asia-Pacific Incentives and Meetings Expo (AIME) showcases Australian, Asia Pacific and international destinations, products and services all under one roof. AIME is considered to be the premier trade event in the Southern hemisphere for the meetings, incentives, conventions and exhibition industries. The NTCB will host a destination stand at Melbourne Convention & Exhibition Centre with Darwin Convention Centre and Alice Springs Convention Centre. NTCB will again purchase two (2) pre-scheduled appointment streams and share relevant contacts obtained at AIME post event with Walkabout 2016 supporting operators.

Participation Details

The NT Booth at AIME 2016 was an open and streamlined set up that greatly improved the ability of NTCB Business Development team to engage buyers and develop business. This new approach also allowed the NTCB to run a press conference to launch our new campaign and have Mate of the NT, Lisa Wilkinson to appear at the Booth, drawing more attention to the NT.

The NT's presence at AIME is based on a major partnership with the Darwin Convention Centre and the Alice Springs Convention Centre. Extending this platform for 2017, the NTCB is offering a secondary participation for a maximum of four (4) NT Operators to use as a base over the two days of the event and meet with clients either independently or via a Pre-Scheduled Appointment Stream offered by AIME.

AIME offers a Pre-Scheduled Appointment (PSA) stream which allows you to select hosted buyers you are interested in meeting with and then your preferences are matched with those of the hosted buyers. Appointment streams are an additional cost and can be added to your attendance separately. AIME also hosts a welcome event and tickets for this are purchased separately. Registration form, terms and conditions are provided at the end of the Guide.

Inclusions

- * Limited to four (4) companies, participation for up to one (1) delegate from your organisation.
- * NTCB Final PSA List.
- * Opportunity to insert a one-page media release in the NTCB media pack.

The cost of a Pre Scheduled Appointment (PSA) stream is \$3785 plus GST.

Please note there are no shared PSA streams available. Attendees are required to cover the costs of their own airfares, accommodation, insurance, promotional collateral, transfers, welcome function fee, PSA (if required), meals and any incidentals. More details will follow once the acceptance process is finalised.

Participation fees

One delegate per business: \$3000 (plus GST).

Booking Deadline

1 August 2016

BUSINESS EVENTS PRODUCT GUIDE

Participation Details

NTCB will produce an NT Business Events Product Guide to support our trade events and other business development activity such as ConveNTions Walkabout 2016 and AIME 2017. For NT based operators who would like their product included as a listing in the Guide but are not able to attend the events, there is an opportunity for a product listing.

The Business Events Product Guide will also be used throughout the year for sales development and training in all of the markets the NTCB is active in including Australia, Singapore and New Zealand and will be translated into Mandarin for use in China.

The NTCB will be represented at the following events in China:

- o Adventure NT Greater China Road Show 2017.
- o Business Events Australia's Greater China Mission & Australia Week 2018.
- o Business Events Australia's Seminar Series 2016/17.
- o Business Events Australia's "Best Partner Program".

Distribution will be both in print and e-version. Two levels of participation - either a full-page colour profile or a one-eighth page listing.

Participation Fees

Full-page colour profile - Cost is \$1500 + GST - only 4 spots available.

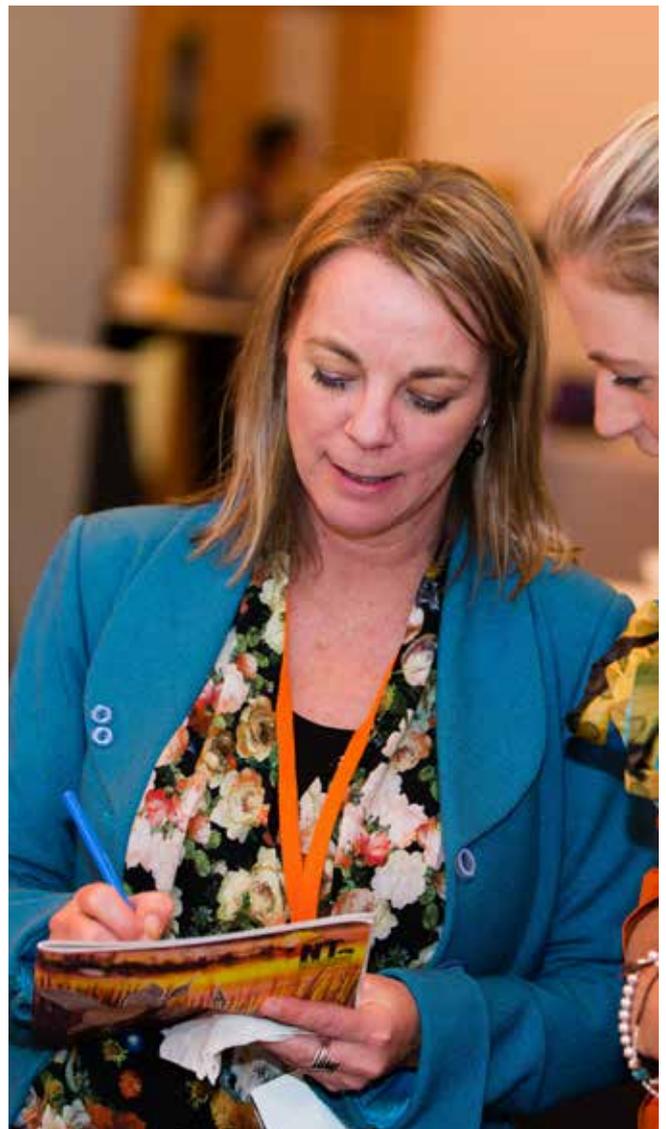
One-eighth page listing - \$500 + GST - includes your contact details and up to 50 word business description. Does not include image. 16 slots available presented alphabetically by region in a double page spread.

Booking Deadline

1 August 2016

Release Date

October 2016





FAMILIARISATION PROGRAMS

Goal: To increase the number of business events in the NT through a range of familiarisation visits designed to showcase accommodation, venues, support services and business events experiences of Darwin, Alice Springs and Uluru.

Familiarisation visits are very important for the NT compared to other destinations given the lack of awareness among planners about the NT. Qualified planners get to see and experience what the NT has for business events, gaining first-hand knowledge about the merits of our destination for their business events. They are also an opportunity for you to showcase your product and/or experience to a group of qualified planners.

Each program generally runs for up to four (4) days/three (3) nights and offers a full schedule of site visits, activities and events all designed to give a 'taste' of what the Territory has to offer; our capability and professionalism and how well our close-knit business community works together.

Feedback is gathered from the individuals post famil. Both specific feedback on your product and overall feedback on the destination and its capacity to host business events is fed back to you for your reference.

“ I am very grateful to the team at NTCB for inviting me on the famil. I had never thought I could ever get a conference to Alice Springs but after looking at what is on offer I know our delegates would love it. The venues were wonderful as were the people that looked after us. It was a truly memorable experience and I can't wait to come back.

*Laura Loschiavo,
Australian Institute of Occupational
Hygienists*

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DATE	PROGRAM	AUDIENCE
August 2016	Darwin Health Famil Hosted by NTCB	Health industry specific event planners - influence/decide destinations for business events
September 2016	Alice Stampede Famil Jointly hosted with Alice Springs Convention Centre	Business event influencers/ decision makers across all markets
October 2016	Darwin Incentive Famil Hosted by NTCB	Corporate end users and/ or incentive houses
April 2017	Alice Springs Incentive Famil Hosted by NTCB	Corporate end users and/ or incentive houses
May 2017	Meet Darwin Famil Jointly hosted with Darwin Convention Centre	Business event influencers/ decision makers across all markets
June 2017	Uluru Domestic Planners Famil Jointly hosted with Voyages	Business event influencers/ decision makers across all markets



Inclusions

What we offer you:

1. The NTCB qualifies the BE planners well ahead of time with the aim of bringing the right people to the NT - preferably with a specific business event in mind that they are looking to decide on.
2. NTCB buys the round trip airfares - usually about \$1000 per participant. Air fares are rarely discounted but we can often obtain lounge access for participants.
3. Develop the itinerary / produce profiles of planners and escort, with a minimum of two staff on the famil program. A typical famil visit consumes about 400 head hours to prepare, execute and follow up on.



Participation Details

Famils are an excellent way to collaborate with us. If you would like to leverage these famils to promote your BE product or experience, budget to support with FOC or heavily discounted rates. We try to run these in lower demand periods to minimise the impact of displacing full-paying customers.

If you wish to budget for a block of rooms over the year, subject to availability, you can offer that e.g. 20 FOC rooms. Similarly if you are a tour operator, you might consider 30 FOC seats on your tour to be used over the year subject to availability. Indicate your interest to support and we will contact you to confirm details.

SITE VISITS

The goal is to assist planners who have confirmed or are in final stages of making a decision, and need to visit to review properties, venues and logistics first-hand to make a final decision or recommendation.

Participation Details

Another great way to collaborate the NTCB offers airfare support for site visit trips to Darwin, Alice Springs and Uluru. Typically the planner has a range of specific venues and hotels they wish to see, usually based on any proposals they are received, and their itinerary is arranged accordingly. There are other options that they have not considered and if time permits, we will look to suggest and plan them into their itinerary. Please budget to support these site inspections.





INDUSTRY UPDATES

Participation Details

The benefits that we are all up-to-date with each other's product and experiences are well understood. The NTCB invites industry partners to host these updates and use the opportunity to showcase your product/venue to industry colleagues. The meeting times are usually two hours in length and can be either at the start or end of the day. Basic audio/visual is needed - screen and LCD projector. Hosts are invited to provide an update to the attendees.

The NTCB holds regular industry updates in both Alice Springs and Darwin. The updates provide an opportunity for NT operators to host the event and provide industry partners with an update on their business. Industry updates are scheduled for August 2016, November 2016, February 2017, April 2017 and June 2017.

REGISTRATION FORM

Think Unconventionally Campaign

- Yes - I would like to provide a special offer for meeting planners - please contact me when you have final details on timing and cost.
- No - I am not interested.

ConveNTions Walkabout 2016

- Yes - I would like to participate in ConveNTions Walkabout 2016 - 3 cities @ \$3000 (plus GST).
- Yes - I would like to participate in ConveNTions Walkabout 2016 - 4 cities @ \$3200 (plus GST).
- Yes - I would like to register additional delegates to attend ConveNTions Walkabout 2016 - please call me to confirm details.

AIME 2017

- Yes - I would like to register for the NT stand at AIME 2017 - \$3000 (plus GST).

NT Business Events Product Guide

- Yes - Full-page Colour: Cost is \$1500 (plus GST) - only 4 spots available.
- Yes - One-Eight Page Listing: Cost \$500 (plus GST) including contact details and up to 50 word business description. Does not include image. 16 slots available presented alphabetically by region in a double page spread.
- No - I am not interested.

Famil Programs

- Yes - I would like to **offer FOC support** to be used as part of NTCB famil programs in 2016/2017.
- Yes - I would like to **offer ongoing 50% discounted** support to be used as part of NTCB famil programs in 2016/2017.

I am interested in:

- | | |
|---|--|
| <input type="checkbox"/> All markets | <input type="checkbox"/> Domestic Australia only |
| <input type="checkbox"/> Singapore / Malaysia market only | <input type="checkbox"/> China market only |

Please specify what you agree to offer. We will contact you to confirm specifics:

- | | |
|---|--|
| <input type="checkbox"/> Tours / Transfers / Guides | <input type="checkbox"/> Accommodation |
| <input type="checkbox"/> Meals / Catering | <input type="checkbox"/> Entry Fees |

Site Visits

- Yes - I would like to **offer FOC support** to be used as part of NTCB site visits in 2016/2017.
- Yes - I would like to **offer ongoing 50% discounted** support to be used as part of NTCB site visits in 2016/2017.

Please specify what you agree to offer. We will contact you to confirm specifics:

- | | |
|---|--|
| <input type="checkbox"/> Tours / Transfers / Guides | <input type="checkbox"/> Accommodation |
| <input type="checkbox"/> Meals / Catering | <input type="checkbox"/> Entry Fees |

NTCB Industry Updates

- Yes - I would like to offer FOC room hire to host an upcoming NTCB Industry Update.
- Yes - I would like to offer FOC or discounted catering for an upcoming NTCB Industry Update.

TERMS & CONDITIONS OF PARTICIPATION

TO QUALIFY FOR PARTICIPATION IN ALL NTCB EVENTS, ALL NT OPERATORS WILL BE REQUIRED TO ACCEPT THE FOLLOWING TERMS AND CONDITIONS:

1. MONIES

Event participation invoices are required to be paid prior to the commencement of the event. Fees paid are non-refundable. No space will be provided if payment is not made by the due date. Participants with outstanding debts to Tourism NT (including NTCB and Territory Discoveries) will not be accepted to attend the event until all outstanding finances are considered in good standing.

2. CONVENTIONS WALKABOUT 2016

- a. Destination Uniform to be worn by delegates as specified by NTCB
- b. Full-page inclusion in the Booklet

3. AIME 2017

- a. Exhibitors taking a floor space (1 x representative) will maintain an individual pre-scheduled appointment stream at their own discretion. The NTCB will endeavour to support location requests within the floor area, however final placements will be at our discretion.
- b. Destination Uniform to be worn by delegates as specified by NTCB
- c. Full-page inclusion in the AIME NT Booklet

4. TRADE PROMOTIONS

Any offer of trade promotions or prizes is subject to NTCB and Tourism NT obtaining all necessary permits. In the event that a permit is not obtained, Exhibitors are not entitled to any refund of costs or to make any claim for any losses, costs, claims or damages arising from NTCB or Tourism NT not offering a trade promotion or prize.

5. VENUE

Participation of the Exhibitor is subject at all times to the requirements of the Venue and any terms and conditions of access to the Venue. The Exhibitor acknowledges that they will make themselves aware of any requirements or terms and conditions of access and abide by these at all times.

6. CANCELLATION

Should NTCB, for any reason, cancel any event or part of the event, Exhibitors will be refunded all monies paid to NTCB. The Exhibitor indemnifies Tourism NT and NTCB from any claim for any losses, costs, claims or damages, physical or financial, arising from any cancellation.

7. LOCATION

Should NTCB change venues or venue size of an event at any time, Exhibitors cannot claim any losses due to this change.

8. PROMOTIONAL COLLATERAL

All promotional collateral and display material (such as pull-up banners) must depict the NT exclusively. Distribution or display of brochures promoting destinations other than the NT will not be permitted. Freight charges of display and promotional material is the responsibility of each Exhibitor. NTCB shall not be liable for any freight or excess baggage charges, or any losses due to misplacement of these items during the event.

9. FLIGHTS, ACCOMMODATION, TRANSFERS AND EXPENSES

Flight arrangements, accommodation, transfers and all other arrangements and expenses are the responsibility of each Exhibitor at the events. The cost of participation is for the services listed in this application only. The Exhibitor indemnifies NTCB and Tourism NT from any liability for any costs, losses, claims or expenses incurred by an Exhibitor other than those specified in the application.

- a. Accommodation - Exhibitors are responsible for arranging and paying their own accommodation.
- b. Transfers - Exhibitors are responsible for arranging and paying their own transfers between airports, event venues and accommodation.
- a. Expenses - NTCB shall not be liable for any personal expenses and meals other than those specified in the event program.

10. COMPETITIONS AND PROMOTIONS

All trade promotions and competitions will be managed by NTCB. Exhibitors will not be permitted to conduct their own promotions and competitions during the events.

11. COLLATERAL

All trade collateral, including the AIME NT Booklet, will be managed by NTCB. Guidelines will be provided to each operator in advance, copy and images must be factual and current. Content may only portray the Business Events industry in the NT in a positive manner. Mention of other operators or capabilities will be limited to positive reference such as: proximity, partnerships and capacity. NTCB will proof all material and hold the final decision.

12. IMAGERY

I agree for Tourism NT to collect and distribute my name, photograph and business contact details to members. I agree for Tourism NT to take imagery/audio & videography of me participating in business trade events and familiarisation activities and to publish and distribute the photograph and my name in media releases, publicity and third party publications. I agree for Tourism NT to accept and use my personal information in the manner described in this clause.

13. MAINTENANCE

Exhibitors are responsible for maintaining their exhibition space and exhibits in a clean and tidy manner. After the close of each event, Exhibitors are required to remove all materials and brochures from the venue and leave the space clean. Any charges related to cleaning/maintenance of exhibition spaces will be passed on to the Exhibitor.

15. LAWS

The Exhibitor will act at all times to ensure the good health and safety of the public. The Exhibitor will comply with all laws, rules and directions of any government authority, NTCB, Tourism NT and all lawful directions of the event venues.

By signing below, I indicate that:

1. I am an authorised representative of my organisation;
2. I have read, understood and agreed on behalf of my organisation to be bound by the above terms and conditions; and
3. The information provided in this application is accurate and binding on my organisation.

SIGNED: _____ **DATE:** _____ **NAME:** _____

COMPANY: _____ **POSITION:** _____

Please return your completed registration form and signed terms & conditions by **Monday 1 August 2016** to:

Susan Webb
Business Events and Awards Executive
NT Convention Bureau
EMAIL: susan.webb@nt.gov.au

If you have any questions in regards to the information contained in this prospectus, please contact Susan on 08 8999 3808.