

# EVENT here THIS YEAR

BUSINESS EVENTS AUSTRALIA 

## WHAT IS THE EVENT HERE THIS YEAR CAMPAIGN?

*Event Here This Year* is an ongoing domestic marketing initiative by Tourism Australia's specialist business events unit, Business Events Australia.

The bushfire crisis made for a tough start to 2020 and the situation for the business events sector has become more challenging and complicated by the global COVID-19 pandemic. With international business currently on hold, the recovery of Australia's business events industry will be led by businesses and associations choosing to hold events in Australia.

Event Here This Year remains a unified platform to help 'kick start' domestic business events by motivating decision makers to get out there and explore new possibilities across Australia; to rediscover their people, reconnect face to face and reignite their culture; and to dive into a way of thinking that is the envy of the rest of the world.

The campaign targets corporate decision makers, national association decision makers, exhibition and event decision makers, and event planners; and involves a brand campaign and content program across mainstream press, out of home and trade platforms, supported by search, social media and public relations activity.

## WHAT IS THE OBJECTIVE OF THE CAMPAIGN?

This latest Business Events Australia campaign will take a national approach to stimulate demand for domestic business events, helping to bolster Australia's business events industry following the ongoing impact of COVID-19 on the sector. The campaign will help to inspire domestic decision-makers to start planning and delivering business events in Australia again, by promoting the value of face-to-face events; educating decision-makers on the breadth and quality of Australia's offering; and motivating target audiences to contribute to the economic recovery of the nation by hosting a business event in Australia.

## WHY IS THE CAMPAIGN BEING LAUNCHED NOW?

While international borders remain closed to most markets, domestic events will lead the business events industry recovery. As domestic travel, meeting and event restrictions continue to ease around Australia and with sentiment trending upwards, now is the right time to motivate decision makers to start planning their next event in Australia.

## WHAT RESEARCH HAS BEEN DONE TO SUPPORT THE DEVELOPMENT OF THE CAMPAIGN?

Regular research is conducted by the Business Events Australia team to gauge the attitudes of Australian corporate decision makers towards planning and hosting domestic business events. Overall, there is optimism among Australian businesses about the resumption of domestic corporate events with findings indicating an upward trend in confidence and an increasing desire to get back to face-to-face events. You can find the latest corporate sentiment research on the [Business Events Australia website](#).

## HOW IS THE CAMPAIGN BEING ROLLED OUT?

The campaign is planned to run until 30 June, 2021 across paid, earned and owned channels; with domestic activity for the 2021-22 financial year currently being reviewed. Paid media activity spans across both mainstream and trade media and includes a mix of print, digital, out of home, social and search, which will be supported by proactive public relations activity. Business Events Australia will also be encouraging industry to help spread the campaign message with a toolkit of assets made available for industry to distribute across their channels and incorporate into their own marketing initiatives.



## WHAT DESTINATIONS FEATURE IN THE CAMPAIGN AND HOW WERE THEY CHOSEN?

All states and territories are represented in the campaign creative. A suite of inspirational imagery has been selected to represent the diverse landscapes across Australia, helping to prompt decision makers to take their business event somewhere new and to get inspired somewhere inspiring. The campaign balances city offerings with regional representation; with locations chosen to represent the breadth and depth of Australia's offering.

## HOW IS BUSINESS EVENTS AUSTRALIA WORKING WITH INDUSTRY ON THE CAMPAIGN?

The Business Events Australia campaign seeks to support the domestic recovery of the business events industry across Australia, by taking a national approach to stimulate demand or help bolster the business events industry. Industry are also being encouraged to help spread the campaign message by sharing the campaign assets across their own channels.

The campaign is also supported by the domestic partnership program, the *Business Events Boost Program*, which sees Business Events Australia partner with industry to deliver marketing and distribution projects that align with the campaign's objective of encouraging the restart of events in Australia.

## HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

The campaign is about getting more Australians to start planning their next business event in Australia, and ultimately this will be measured through industry reporting an uptick in domestic leads and business on their books; and businesses and associations getting back to meeting, hosting events and doing business face-to-face. Metrics such as campaign reach and engagement across paid, earned, and owned channels will also be tracked.

## DOES THIS MEAN BUSINESS EVENTS AUSTRALIA IS RETURNING TO DOMESTIC MARKETING PERMANENTLY?

Currently, there is a significant opportunity to capture some of the dollars that would typically be spent on business and association events that would normally take place offshore. While Australia's borders largely remain closed to international visitors, the focus is on bolstering domestic business events to support industry in lieu of international business.

However, through its Business Events Australia program of activities, Tourism Australia continues to focus on promoting Australia as a business events destination in key international markets to ensure future demand for Australia, so when borders reopen international business returns as quickly as possible.

## WANT TO KNOW MORE?

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## HOW CAN INDUSTRY GET INVOLVED?

- Download the [new industry toolkit](#) to access the campaign logo and other useful tools for use in your own marketing activity
- If you're an event decision-maker, start planning. If you're an event influencer, convince your clients and encourage your networks to event in Australia this year
- Post on your business social media channels to encourage decision makers and planners to #EventHereThisYear - and don't forget to use the new Event Here This Year GIPHY stickers
- Download this [social media guide](#) for more tips and follow Business Events Australia's Instagram account [@businesseventsaustralia](#)

