

IT'S OUR BEST SHOT FOR EVENTS TOOLKIT

August 2021

IT'S OUR BEST SHOT FOR EVENTS

Tourism Australia's specialist business unit, Business Events Australia, has launched its latest industry initiative '*It's our best shot for events*' to encourage Australians to get vaccinated and be ready to meet as soon as restrictions ease.

Our toolkit features a range of ways for industry to share this message. Now more than ever, we need to work together to build Australian's confidence to get out there and explore new possibilities across Australia and get back to enjoying brilliant business events.



CONTENTS

IT'S OUR BEST SHOT FOR EVENTS 02

How to get involved

SOCIAL ASSET FOR INDUSTRY USE 03

Social Instagram Story

ADDITIONAL ASSETS FOR INDUSTRY USE 04

Email Signature

Website Sticker

Zoom Background

Facebook Profile Sticker

LinkedIn Tile

EVENT HERE THIS YEAR 05

HOW TO GET INVOLVED

We need everyone across the business events industry to help spread the word, which is why we have developed a suite of assets for industry to use.

Making this message as visible as possible will give the initiative the greatest chance of success, so we can get back to holding events for the business events industry, and all the businesses it supports.

EXAMPLE



SOCIAL ASSETS FOR INDUSTRY USE

EXAMPLE

SOCIAL INSTAGRAM STORY

We recommend posting on Instagram stories and have created the below asset for you to use. You can upload this organically to your channel, or support with paid media.

Note: you will only be able to include a hyper link / add a click through URL to your organic story if your account is 'verified' meaning you have 10,000 followers or more (check your account has the blue tick).

Instructions on how to do this are:

- When uploading to your Instagram Story, click the icon at the top right that looks like a chain.
- Click "+ URL" to add a link to a web page.
- Type the URL into the text box. We recommend linking through to australia.gov.au.
- Click "Done" in the top right.
- When you're ready to publish, click the "+Story" button at the bottom right.

If you decide to support the story through a paid story ad, you will be able to include a link regardless of the status of your account.

 **Download Master Assets**



ADDITIONAL ASSETS FOR INDUSTRY USE

We have created a collection of assets for use across your own channels, including social and digital platforms.

FACEBOOK PROFILE PHOTO FRAME SET UP

For people to use this frame – follow instructions below:

- View your own profile on Facebook (mob or desktop)
- Click 'edit profile'
- It will open the 'select photo/video' menu/ Scroll under camera roll and suggested photos to 'profile frames'
- Hit 'more' on profile frames
- In the search bar – search any of these terms: *itsourbestshot*, *tourismaustralia*, *getreadytogo*, *eventherethisyear*, *getvaccinated*, *businesssevents*, *travel*, *Australia*

📄 Download Master Assets

EMAIL SIGNATURE EXAMPLE



WEBSITE STICKER EXAMPLE



ZOOM BACKGROUND EXAMPLE



FACEBOOK PROFILE STICKER EXAMPLE



LINKEDIN TILE EXAMPLE



CAMPAIGN LOGOS: PRIMARY

The *Event Here This Year* logo has been updated and simplified.

The white primary campaign logo is the preferred colourway and should be used across all relevant materials, except when the background colour or imagery detail makes it hard to read.

You can use the logo over photography or coloured backgrounds – so long as it's legible. It should never feature on plain white or very light coloured backgrounds. In those instances, partners may use one of the secondary variations on the next page or the mono (black) version referenced below.

We invite you to use this logo with any marketing materials that makes sense for your business. This might include things like: stickers, badges, posters, advertising, email marketing and local press ads.

We have also created an *Event Here This Year* banner image to be used across your website and relevant industry websites.

[DOWNLOAD WHITE PRIMARY LOGOS HERE](#)

Use of the primary white campaign logo is preferred. In instances where a mono (black) logo is required, these can be downloaded below.

[DOWNLOAD MONO \(BLACK\) LOGOS HERE](#)

PRIMARY: HORIZONTAL LOGO



PRIMARY: SPLIT LOGO



PRIMARY: STACK LOGO





We look forward to working with you to spread the message that this year,
more than any other, we need *Australians to Event Here This Year.*

BUSINESS EVENTS AUSTRALIA



**THANK
YOU**

August 2021