



BUSINESS EVENTS CATALYST PROGRAM

Business Events Tasmania would like to recruit you to become a Business Events Catalyst for Tasmania.

You have been sent this brochure because you are a respected leader in your given field, you are passionate about Tasmania and you are a person of influence with your peers.

Becoming a Business Events Catalyst for Tasmania offers you the chance to team up with some of the brightest minds and most influential people in not only Tasmania, but around the globe. All these people have one thing in common – they are industry leaders who recognise Tasmania's unique strengths and who are devoted to the success of Tasmania both socially, culturally and economically.



**Business Events
Tasmania**

WHO IS BUSINESS EVENTS TASMANIA?

Business Events Tasmania is the states peak marketing body for business events; a not for profit organisation, funded in part by State and Local Governments and a membership base.

The organisations primary role is to identify national and international business events that could be hosted in Tasmania and to prepare a comprehensive bid to win that piece of business over other competing destinations.

Our Mission: is to successfully market Tasmania as the destination of choice for business events in both the national and international market.

Our Vision: is to develop and market a vibrant, competitive and sustainable business events industry in Tasmania, which creates economic and social wealth for Business Events Tasmania members and across the Tasmanian community.

Our Objectives: are to secure business events through targeted sales and marketing activities in national and international markets, to maximise benefits to the state; to increase the awareness of Tasmania nationally and internationally as a business event destination of choice; to achieve increased investment from membership and industry stakeholders in Business Events Tasmania activities; to advocate the business event industry's position, addressing relevant issues; and to be an effective organisation.

Business Events Tasmania directly secures around 100 business events for the state of Tasmania each year - generating approximately \$30 Million for the local economy annually.

***Catalyst* (kat'a list') noun**

1. *Something that initiates or causes an important event to happen.*
2. *Something that causes activity between two or more persons or forces without itself being affected.*
3. *A person or thing that precipitates an event or change*
4. *A person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic.*

Source: www.dictionary.com

WHAT IS A BUSINESS EVENT?

The Business Events Council of Australia defines a business event as any public or private activity consisting of a minimum of 15 persons with a common interest or vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not limited to): conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminars, courses, public or trade shows, product launches, exhibitions, company annual general meetings, corporate retreats, study tours or training programs.

Business events are a major contributor to Tasmania's economy and social capital.

Business events bring millions of dollars into the state each year, bring in thousands of delegates with new ideas and skills to share, generate innovation and create thousands of jobs for Tasmanians.



WHAT IS A BUSINESS EVENTS CATALYST?

A Business Events Catalyst is someone who assists Business Events Tasmania to secure conferences, corporate meetings and other events for the State of Tasmania by sharing information, arranging introductions and lending support to the bidding process.

There are three levels of involvement in the Business Events Catalyst Program:

1) *The Catalyst Program Patron*

Charles Wooley is the international 'face' and chief ambassador for the program.

2) *Catalyst Program Ambassadors*

There is an Ambassador selected by Business Events Tasmania for each of the state's key industries.

3) *Catalyst Program Champions*

Industry members who can assist Business Events Tasmania with information and support on securing specific business events for the state.

The more business events identified, that have the potential to come to Tasmania, the more events Business Events Tasmania can bid for and potentially secure to be hosted in the state.

Being a respected leader in your field, you will no doubt know about many business events taking place in your industry. You may be asked to speak at these events, you may be coordinating these events, or you may be attending these events. Whatever your involvement, you have an opportunity to influence for that event to be hosted in Tasmania in the future. Partner with Business Events Tasmania and together we can potentially bring this business event to the state.

WHAT DO BUSINESS EVENTS CATALYSTS DO?

Business Events Catalysts can assist in bringing a business event to Tasmania by doing the following:

➔ Speaking out, whenever the opportunity arises, about Tasmania's strengths within their particular industry and/or discipline.

➔ Advising Business Events Tasmania if they are travelling to a conference in another state or internationally (especially if they have been invited to speak) or if they know of conferences occurring in their industry. This will enable our research to commence into the potential of that conference coming to Tasmania, beginning the bidding process.

➔ If applicable, using images of Tasmania or showing the inspirational Tasmania DVD (provided by Business Events Tasmania) within their presentations at conferences or to event decision makers.

➔ Providing Business Events Tasmania with letters of support, where appropriate, for bids that pertain to their industry or discipline.

➔ Assisting with introductions or connections as needed.

➔ Allowing their name to be promoted on Business Events Tasmania's list of Business Events Catalysts.



"As a journalist I have been around the world enough times to know that I live in one of the best parts of it. Those of us who travel professionally should take a little time to share Tasmania with the wider world. Become an Ambassador. Don't keep our island a secret."

Charles Wooley
Patron - Business Events Catalyst Program

WHAT DO BUSINESS EVENTS CATALYSTS RECEIVE IN RETURN?

Those that assist with bidding for an event can enjoy a raised profile nationally and potentially internationally by having increased exposure to their industry peers.

Business Events Tasmania will acknowledge the assistance of Business Events Catalysts where possible on the website, through electronic newsletters (to members, local stakeholders and clients), in bids specific to their industry and in the local media.

By bringing business events in your industry to the state, you are showcasing the skills of your industry to the world. This can result in investment in the local industry and increased trade opportunities.

In addition, delegates coming into the state also bring with them knowledge to share. This can spark new ideas and innovation in the local industry and develop the talents and capabilities of the Tasmanian community.

Business Events Catalysts also enjoy the intrinsic rewards of knowing that they are playing a vital role in securing business events and the subsequent social, cultural and economic benefits for the state of Tasmania.

The Catalyst will be recognised each time they are instrumental in securing a business event for Tasmania.

The Catalyst will also be regularly informed through an electronic newsletter about the progress of Business Events Tasmania and invited to all membership functions and selected promotional events in market.

HOW DO YOU REGISTER YOUR INTEREST?

If you would like to find out more about becoming an official Business Events Catalyst, contact Business Events Tasmania to register your interest:

T: 03 6224 6852

E: mail@businesseseventstasmania.com

Business Events Tasmania will then contact you to discuss how you can be involved.

Once registered, all Business Events Catalysts are provided with a "Catalyst Kit" including all the tools needed to generate bidding opportunities for Tasmania.

Visit www.businesseseventstasmania.com for more information about Business Events Tasmania.

