



# HOW TO *Optimise* YOUR BRONZE BUSINESS EVENTS MEMBERSHIP

## **BUSINESS LEADS**

Respond to leads promptly. When you receive a Lead Notification email, login to our online member portal **DGCnet**, and select Opportunities to view the RFP. If you are unsure how to supply a professional proposal check out **How to Create Winning Business Event Proposals** or contact our team at: [businessevents@destinationgoldcoast.com](mailto:businessevents@destinationgoldcoast.com)

## **ONLINE DGCNET TRAINING**

Review the **DGCnet General Training** page and **DGCnet Business Events Training** page to keep up to date with accessing and using our online member portal for you and your staff.

## **BIDDING**

Ensure you respond to Destination Gold Coast Business Events (DGCBE) when approached to be included in DGCBE Destination Bid proposals.

## **TOURISM MATTERS**

Read the weekly e-newsletter, Tourism Matters, to stay in touch with all industry information, DGC activities, workshops, and events. Submit your business announcements to the newsletter to gain exposure to our database of local businesses. The link to submit stories can be found in the Member Announcements section of the newsletter.

## **COOPERATIVE MARKETING OPPORTUNITIES**

Co-exhibit with DGCBE at trade shows such as This is Gold Coast Business Exchange and Gold Coast Connect. Expressions of Interest will be sent directly via email. Please note limited places apply for Bronze members.

## **FAMILIARISATIONS AND SITE INSPECTIONS**

Accept requests to showcase product or hotel accommodation at familiarisations and site inspections.

## **DIGITAL OPPORTUNITIES**

Your BE listing profile page will be showcased on **DestinationGoldCoast.com/Business-Events**. Ensure that your information is up to date and your images are high quality and professional. As a Bronze member, your website listing enables you to feature 4 landscape images, your company logo, and a product description of up to 450 characters. Update your listing profile via the DGCnet or email: [membership@destinationgoldcoast.com](mailto:membership@destinationgoldcoast.com)

## **NETWORKING**

Attend Business Event Updates. Invitations will be sent directly via email. As a Bronze member, a minimal fee is applicable for your staff to attend these events.

## **OTHER BENEFITS**

Email new product information or newsworthy articles to [businessevents@destinationgoldcoast.com](mailto:businessevents@destinationgoldcoast.com) for consideration to be published in our monthly e-newsletter, Imagine Destination Gold Coast Business Events, shared with over 2,000 domestic Business Events, clients, and media.

## **QUEENSLAND BUSINESS EVENTS SURVEY (QBES)**

Submit data for the quarterly QBES. This is compulsory for DGCBE accommodation and meeting space members. Information on how to submit statistics via an online portal will be provided or contact our team at: [businessevents@destinationgoldcoast.com](mailto:businessevents@destinationgoldcoast.com)