



# HOW TO *Optimise* YOUR GOLD 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).

## ACCOUNT MANAGEMENT MEETINGS

Connect with the Destination Gold Coast Business Events team via in-person quarterly meetings to discuss opportunities to collaborate, potential business, pending leads, and trade activity in the market.

## 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 Destination Bid Documents.
- Gold members may also collaborate with DGCBE on custom bid documents, prepare joint presentations and customised pages for inclusion in your bid documents (all member leads are confidential).

## 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 (Gold members receive prime booth position where available) and Gold Coast Connect. Expressions of Interest will be sent directly via email.
- Undertake joint sales calls initiated by the DGCBE Team.
- Participate as a partner in BE client corporate events in a variety of markets.

## FAMILIARISATIONS AND SITE INSPECTIONS

- Seize the opportunity to be considered as a preferred host hotel or venue\* for prospective client site inspections and familiarisations.
- Apply for funding for domestic economy flights for one client on destination site inspections (applicable if lead is filtered via DGCBE).
- Accept Expressions of Interest requests to showcase product or host accommodation at familiarisations and site inspections.

\*Members are included in the itinerary based on the needs of the client, and may be subject allocated budget

## 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 Gold member, you receive a Featured Banner listing which enables you to feature 8 landscape images, your company logo, a product description of up to 1,000 characters, plus room capacities and up to 3 PDF downloads. 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 Gold member your business receives 5 complimentary tickets for 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.
- Apply to DGCBE to provide destination gifts for client famil programs

## 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)