



HOW TO *Create* WINNING BUSINESS EVENT PROPOSALS

UNDERSTAND THE CLIENT

Start by researching the client:

- Who are they? What do they do?
- What are their priorities and focus?
- Find out more about them so you can tailor the proposal.

REVIEWING THE LEAD

- Review the detail within the lead.
- Always answer any specific questions or selection criteria that are asked, e.g. How many accessible rooms do you have? How far are you from the G:Link station?

Ask Destination Gold Coast Business Events for more information if needed, we're here to assist you.

CREATE A CUSTOMISED PROPOSAL

Develop a professional business proposal to include:

- An introductory cover page briefly introducing your company
- Address the proposal to the client unless advised otherwise
- Display your company branding along with your direct contact details. Avoid using generic email addresses and phone numbers.
- An outline of how you can meet their requirements, as well as estimated costings etc.
- Images of your venue and proposed rooms/locations.
- Provide your environmental policy along with sustainability policy.
- Include your venues accessibility features

HOW TO STAND OUT

Place yourself in the client's position, they may be reading many proposals. Make your proposal one they will remember by providing exactly the information they requested, they need a detailed summary of how you can meet their needs based on their request. Consider extra elements you are able to add into your proposal to ensure that your business stands out from the crowd.

HOW TO CONNECT WITH THE CLIENT

Write the proposal in terms of how you can meet the needs of the client, write for the audience and remember to personalise your introduction letter so it is more than just another proposal to the client.

USE IMAGES

Use images within the proposal, by incorporating them into your template e.g. a footer banner on the cover page. Pictures speak a thousand words.

FILE FORMAT

The DGCnet member portal only accepts files in PDF format up to 8MB with a maximum of 40 characters in length of file name, so ensure that you save your files this way. Include your company name in the file name so that your proposal can be identified easily when all the proposals are downloaded by the client, e.g. 'Hotel Name Proposal.pdf'.

DUE DATE

Last but not least, submit your proposal on time. If you can't submit a proposal on time, please reach out to Destination Gold Coast Business Events as DGCnet will not allow you to upload your proposal once the response deadline has passed.