



HOW TO *Optimise* YOUR SILVER 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: businessesevents@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.

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 Silver member, your website listing enables you to feature 6 landscape images, your company logo, a product description of up to 1000 characters, plus room capacities and up to 3 PDF downloads. Update your listing profile via the **DGCnet** or email: membership@destinationgoldcoast.com.

NETWORKING

Attend Business Event Updates. Invitations will be sent directly via email. As a Silver member, your business receives 2 complimentary tickets for your staff to attend these events.

OTHER BENEFITS

- Email new product information or newsworthy articles to businessesevents@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: businessesevents@destinationgoldcoast.com