

TOURISM AUSTRALIA

BUSINESS EVENTS ADVANCE PROGRAM 2020/21



Business Events Australia's Advance Program offers the opportunity for industry to leverage Tourism Australia's international marketing and distribution expertise to increase the number and value of business events for Australia, and to deliver best-practice marketing to grow international delegate attendance at confirmed international business events taking place in Australia.

THE ADVANCE PROGRAM SUPPORTS A RANGE OF ACTIVITY INCLUDING BUT NOT LIMITED TO...



Targeted delegate acquisition activity for a specific confirmed event/s in Australia



Distribution activity including strategic famils and targeted site inspections or strategy development for international event bids



Bespoke and innovative marketing campaigns or content production with amplification strategies



Digital marketing strategies including social media, microsites, SEO, SEM, eDMs, WeChat



Key marketing or distribution activities delivered in key international markets



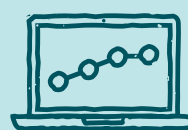
Activations in market for events where potential delegates can be influenced to travel to Australia or to drive conversion



Creation of content, assets or collateral including video and vignettes, stills, VR, podcasts, website to support & help convert international event bids



Public relations activity that secures editorial coverage or an international media buy



Virtual marketing or training concepts that increase consideration of Australian destinations for events

Advance Program 2020/21

The minimum funding request is AUD10,000

Matched contribution to the activity which can be via in-kind, in-direct, a financial contribution, or a combination is required

Two application intakes in June 2020 and December 2020

All activity must take place in the 2020/2021 financial year with all projects complete by 30 June 2021

All submission must demonstrate the supported activity will attract international delegates and/or international business events to Australia

All submission to the Advance Program will be assessed against Business Events Australia's mandatory eligibility criteria

Find out more at: australia.com/businessevents

APPLY FOR THE 2020/21 ADVANCE PROGRAM [HERE](#)

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