

WHAT DESTINATIONS FEATURE IN THE CAMPAIGN AND HOW WERE THEY CHOSEN

Event Here This Year is a national campaign which aims to inspire and influence local decision-makers to take events offline and get back to meeting face-to-face. The campaign aims to drive demand where there is the greatest opportunity for conversion, focusing on the destinations most impacted by the global COVID-19 pandemic. The creative assets, developed using a suite of existing images, will feature events in action across Australia.

HOW IS BUSINESS EVENTS AUSTRALIA WORKING WITH INDUSTRY ON THE CAMPAIGN?

Tourism Australia's dedicated business events unit has worked closely with convention bureaux and industry partners throughout the development of the campaign. Industry are also encouraged to help extend the campaign message by downloading the free campaign toolkit and sharing the assets across their own channels.

The campaign forms part of a broader domestic business events strategy and is being delivered alongside the Business Events Boost Program, a domestic focused partnership program which provides funding support for industry-led marketing and distribution projects, to encourage business event activity in Australia.

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

The campaign encourages corporate decision makers to take events 'offline' through positioning face-to-face business events as the critical ingredient to build and foster workplace culture, morale and performance; and ultimately this will be measured through industry reporting an uptick in domestic leads and business on their books, and businesses and associations getting back to meeting and hosting events face-to-face.

Campaign reach and engagement will be measured via campaign metrics across paid, owned and earned channels, while consideration and intention amongst corporate decision makers will be measured via Tourism Australia's domestic corporate sentiment research program.

DOES THIS MEAN BUSINESS EVENTS AUSTRALIA IS RETURNING TO DOMESTIC MARKETING PERMANENTLY?

Throughout the global COVID-19 pandemic Tourism Australia's specialist business events unit has continued to focus on driving awareness and preference for Australia as a business events destination in key international markets.

With Australia's international borders reopening from 21 February 2022 to offer quarantine-free travel for fully vaccinated travellers, Tourism Australia has activated an international reopening strategy focused on supporting conversion-driving activities to win short to mid-term business, while positioning Australia for long term growth.

Whilst it will take time for international business to return to pre-pandemic levels, the latest *Event Here This Year* campaign will run through to 30 June 2022 and will support industry by bolstering domestic business. There is a significant opportunity for industry to capture the dollars of business and association events that would normally take place offshore, and convert national corporate events, exhibitions, and association events as they resume.

WANT TO KNOW MORE?

For further information please contact:

KELLY MAYNARD

Head of Distribution Development
and Partnerships,
Business Events

E: kmaynard@tourism.australia.com

T: 02 9361 1733

EMILY ELKINGTON

Partnership Marketing Manager
Business Events

E: eelkington@tourism.australia.com

T: 02 9361 1267

HOW CAN INDUSTRY GET INVOLVED?

- Download the [new industry toolkit](#) to access the campaign logo and other useful tools for use in your own marketing activity
- If you're an event decision-maker, start planning. If you're an event influencer, convince your clients and encourage your networks to event in Australia this year
- Post on your business social media channels to encourage decision makers and planners to [#EventHereThisYear](#) - and don't forget to use the new *Event Here This Year* giphy stickers
- Download this [social media guide](#) for more tips and follow Business Events Australia's Instagram account [@businesseventsaustralia](#)