

# BUSINESS EVENTS AUSTRALIA INSTAGRAM TIPS FOR INDUSTRY

Instagram @businesseventsaustralia



Business Events Australia's (BEA's) Instagram channel focuses on captivating and inspiring target audiences to learn more about Australia's business events offering.

BEA curates content that showcases the incredible business events offering across Australia. We publish thumb-stopping visuals that deliver strong reach and engagement, to motivate and influence target audiences to consider Australia for their next business event.

Content is posted from a variety of sources, ranging from owned assets, to industry-supplied and user generated. We're always on the look out for new content - see overleaf for how you can share your assets with us.

### Ensure your assets:

- Inspire event planners, professional conference organisers, and corporate decision makers too choose Australia for their next event
- Feature product suitable for the business events market, such as those that have the capacity to host large groups and/or can be booked exclusively
- Include destinations that are easily accessible and have the infrastructure to host business events
- Have a strong sense of place; are vibrant and appealing, but not obviously edited
- Are vertical or square (optimised for mobile)

## CONTENT PILLARS

When choosing content for BEA's Instagram channel, we align to these pillars:

PILLAR	NATURAL BEAUTY	NATIVE WILDLIFE	CULTURE	PEOPLE	PRODUCT	EVENTS
<b>MESSAGING</b>	Australia's diverse landscapes inspire innovative thinking and fresh perspectives, not to mention being a strong drawcard for outdoor events and incentive experiences.	Australia's unique native wildlife has strong appeal for business events delegates.	Australia's rich Indigenous and multicultural history is an important part of a business events program. From food and wine to sporting, arts and cultural experiences.	The Australian people offer fresh perspectives, teamed with charisma, professionalism and creativity to deliver exceptional business events.	Australia has an incredible spread of luxury hotels, first-class products and inspiring experiences to create a memorable business events program.	Australia has impressive event delivery capabilities and is the ultimate destination for a business events program.

CREATIVE	NATURAL BEAUTY	NATIVE WILDLIFE	CULTURE	PEOPLE	PRODUCT	EVENTS
						
	Aerial views, dramatic scenery, beautiful coastline, vibrant colours.	Native animals in wildlife parks or on organised wildlife tours, seasonal wildlife events, cute and cuddly close-ups.	Indigenous experiences, cityscapes, iconic streets or buildings, sporting events, galleries and exhibitions, food and wine.	Quotes from industry icons, industry figures in action or speaking passionately about Australia's business events offering.	Luxury hotels and lodges, rooms with an iconic view, outstanding experiences, transfers with a twist.	Bespoke event settings, unique venues, exquisite fine details, authentic Australian touches.

## WHO WE ARE

We're warm and welcoming, and we're here to show you that there's nothing like Australia for business events. We're sophisticated, yet down-to-earth. You'll keep coming back to us for inspiration and to learn incredible facts about Australia's business events offering.



## WHO WE AREN'T

We never pretend to be something we're not. The places we'll take you are naturally beautiful, so no need for excessive filters or Photoshop here. We're not crass or crude, and we showcase places and products that cater to business events (not couples, solo or family travel).



## TARGET AUDIENCE

EVENT PLANNERS,  
PROFESSIONAL CONFERENCE  
ORGANISERS AND  
CORPORATE DECISION  
MAKERS

## CONTENT DIRECTION

Highly visual and aspirational  
content that aligns to the  
key content pillars and  
encourages action

## VIDEO FORMAT

Format: MP4  
Size: <100MB  
Length: <60 seconds  
Aspect ratio: 1:1 or 4:5  
Stories: 9:16

## IMAGE FORMAT

Format: jpg, png  
Size: <8MB  
Aspect ratio: 1:1 or 4:5  
Stories: 9:16

## HOW TO GET FEATURED:

### ADD OUR HASHTAG

The best way to make sure we see your content is to use our official hashtag, #meetinaus.

### TAG US

Tag @businessesaustralia in your photo or video using the tag function. You can @mention us in your caption if you like too.

### EMAIL US

If you've got content to share but you're not Insta-savvy, you can always email it to us at [bea@tourism.australia.com](mailto:bea@tourism.australia.com).

## STORYTELLING ON INSTAGRAM

Our captions tend to be a bit longer than our competitors - there's just so much to tell!  
When crafting our stories on Instagram, we:

- Grab the reader's attention with a catchy opening line
- Tell you what's special about this product or place for a business event
  - Relate back to suitability for a business events program
    - Include the relevant tags and hashtags
    - Drive traffic to industry pages where possible
    - Always credit the photo's original source.



ENTICE



ENGAGE



EDUCATE



ENCOURAGE

