

MARKETING BUSINESS EVENTS GUIDELINES



**BUSINESS
EVENTS
VICTORIA**



ACKNOWLEDGMENTS



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We acknowledge Meetings and Events Australia (MEA) for their partnership and industry expertise applied in developing the content for the Business Events toolkits. Operating since 1975, MEA is the Australian event industry 's oldest and largest peak body. It serves its members and educates the industry holistically, dedicating itself to promoting professionalism and providing excellence across more than 14 industry sub-sectors. MEA promotes growth in the events sector by creating business opportunities, delivering both accredited and bespoke training and professional development, building a skilled and informed workforce, and advocating on behalf of industry to all tiers of government.

ACKNOWLEDGEMENT TO COUNTRY

Business Events Victoria acknowledges the Traditional Aboriginal Owners of Country throughout Victoria and pay our respects to them, their connections to land, sea, and community. We pay our respects to their Elders past, present and future Traditional Owners.



BUSINESS EVENTS TOOLKIT

Explore the other toolkits



Overview of the domestic business events sector

Business events basics - getting ready to host a business event



Business events marketing guidelines

Proposals - responding to requests and creating winning proposals



Sustainability - opportunities and expectations

Managing the business event



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TAILORING PRODUCTS TO THE BUSINESS EVENTS SECTOR

It is useful to decide which of your products might suit a business event and a business event buyer and attendee. For more information on what a business event is and the type of organisations hosting these events, please see the toolkit Overview of Business Events.

Most of the services or products enjoyed by your leisure visitors can be equally suitable for a business event attendee, with little or minor revisions to suit a work orientated event.

Step 1: A service / product audit

What service or product do you have? Will it meet business event needs?

For example:

Venue:	Space that can be used for meetings Private and quiet (without interruptions) Natural light is sought after as dark rooms send everyone to sleep Audio-visual equipment or link to another business who can supply it Catering on site or link to another business who can supply it Good Wi-Fi Space conducive for break-out sessions or group activity
Attraction:	Private experiences for the business event attendees so they experience your attraction as a group and not alongside any other guests
Activity Provider:	Private experiences tailored for business event group sizes and with flexible time frames; these should be guided by expert team members with great customer service skills
Bedspace:	Accommodation with some working space (so attendees can catch up on work emails etc) Good Wi-Fi Comfortable and clean rooms with ensuite bathroom
Other:	An ability to provide a personalised or 'tailored' service to this sector
All:	A can do attitude and willingness to engage with the buyer to create a great experience for attendees is always appreciated

Step 2: Consider the competition

What other businesses near you offer similar services or products?

Note: Direct competitors will be offering the same products and services and/or attracting the same customers that you do. Indirect competitors may be somewhat different in offering but are a suitable alternative or the customer than using your business.

There are some key things you should try to find out about your competitors, ie:

- What pricing structure do they have? This helps you determine if you are cheaper or more expensive than them
- What quality is their product or service? You need to be able to compare your own services against theirs as this helps you decide if you have any competitive advantage, or if you need to make improvements to your business in any way (eg: upgrading equipment, training staff on quality customer service, revising menus, refurbishments, etc)
- Communicate to your competitors that you are active in the business event space. This can be very positive as they may sometimes be too busy to manage all their enquiries and would be willing to recommend you as a great alternative when they are full. Or perhaps they cannot always accommodate everything the customer asks for and you can help with some services or products.
 - Some common examples of this are:
 - Sharing overnight accommodation between more than one accommodation provider or hotel
 - Many event buyers and their customers like to have the social functions in a different venue to the main event so their attendees can experience more of what the destination has to offer
 - A larger group size may mean that more than one tour guide or tourism related experience is needed so to provide greater destination appeal and opportunities for more tourism suppliers.

Step 3: Clarity of purpose product

Some tips for this are:

- Be clear about what you can offer and ensure your team are up to speed with this
- You may also want to consider what is not possible, eg: if you are committed at the weekend to another valuable type of customer, then concentrate your efforts on attracting business events on weekdays (which is often their preferred time of the week too)

Our next section will look at crafting memorable experiences and showcasing all you can offer, to tempt and to inform the potential customer.



MARKETING STORYTELLING AND CREATING MEMORABLE EXPERIENCES

The business event buyer, and their customer, are focused on return on investment, efficiency and expertise so tell the story of your business and your skills in a way that reinforces how you can meet these needs. Focus on solution messages – you're the something different or new they are looking for - and business event buyers are always interested in new or different.

Marketing to the business event sector

To promote your product to the business event sector, it's important that you have prepared all your marketing materials and these may be broader than you have used for other business. These should create appeal for the product, have a credible and trustworthy message.

It is recommended to have clear information about what you offer via:

- Your own website
- Marketing collateral (this may be printed brochures or flyers but is now more likely to be electronic versions that can be given via USB or sent via email)
- Images and photos
- Video footage
- Floor plans (if relevant to your business)
- Social media presence (Facebook, Instagram, LinkedIn, etc). *See Marketing Methods – Using Social Media below*

It is also recommended that any marketing or promotion you do:

- Creates appeal in the mind of the potential buyer by using good images, having a clear and consistent message, attractive colours, business like font for any writing and of course no spelling or grammatical errors
- Is credible and trustworthy – this should show your own space or product and may include testimonials from previous business event customers or note any awards won or commendations received
- Shows the personality of your business – buyers are going to be trusting you to help them provide a great event for their customers so they need to feel that they know you

- Is endorsed by others who have used you before, as testimonials and key comments from business event or other business orientated customers is a very effective way to influence new customers to trust that your team have the skills and desire to work with the buyer in the business events space.

A business event buyer will definitely look for information about you online first, so making sure that you are showing your very best self is essential. Doing a desk top search of suitable services or products before getting in touch is commonplace, it's also good business sense as it saves the business event buyer time and effort by avoiding connecting with those organisations unable to offer the service needed.

So, if they can't find out enough about what you can offer via a quick online search of your website, then its most likely they will move on. Noting that it's not enough to have a 'contact us' button or enquiry form but no other information. Getting in touch is the final step that an event manager or buyer takes when they have satisfied themselves that your organisation can probably meet their needs; make it easy for them by showcasing your product online.

Showcase "money-can't-buy" experiences to demonstrate you're the something different clients are looking for.

Business event budgets can vary but showcasing the 'money can't buy' experiences in your marketing will make attendees feel special and are always a good way to persuade business events to consider you. Money can't buy experiences are those tailored and non-standard offerings you may reserve for your VIP customers, eg: a winery may do a barrel tasting with the winemaker, a hotel may include a lunch where attendees hear from the Chef who explains the ethos behind the menu or meets the makers of the produce being consumed, a wildlife tourist attraction may include feeding the animals or a behind the scenes with the keeper tour.

Here are our tips for giving yourself every opportunity to attract a business event.

Your own website

If you have your own website, it should be:

- **Easy to find** – so search for your organisation using your name or similar comes up fast, so check that the search engines most commonly used (Google) find you quickly
- **Accurate information provided** – in the first instance this may be opening times which can be updated quickly via Google and a room capacity chart (for a venue) with different capacities depending on the room layout required
- **Have a landing page** that directs enquirers to all your services through clicking through for more information – a long scroll of writing is unappealing and it's very easy to miss adding important information that a buyer will need

Business event buyers need assurance that you can manage the needs of this type of event and the expectations of business event attendees. A great way to confirm this is the case is to:

- Have a separate tab on your website for business events specifically - this can have similar information to any you are providing already for 'events' or 'functions' but shows the business event buyer that you are 'open for business events' and are not solely interested in the leisure market
- Have a range of images showing your services in different settings (*see Images and Photos* below)
- Venues: should ideally have a room capacity chart showing exactly how many can fit in depending on the differing room layout requirement. This is commonplace in venues who host a lot of events and is a professional standard worth emulating as, again, it builds confidence in the mind of the buyer. There are some great diagrams available online that can be used to show this visually or perhaps add the details next to the room image or in a table.
- Include a specific *events@* email contact if you can – this stops event enquiries getting missed in a busy email trail and helps the potential buyer feel confident that you are interested in this type of business
- If you use an enquiry form, have a drop down menu that allows the user to note this is for an event and allow plenty of space for event details to be included, eg: a 'tell us more about your enquiry' for free-form additions to the generic information collected in the form

Marketing collateral

Marketing collateral refers to any printed, digital or other materials you use to promote your business. A key to successful collateral is having a consistent approach with logos in the same place each time and using the same text colour and font which will help to build brand awareness for your business.

Traditionally a lot of marketing collateral was printed, but this is no longer necessary as we have capacity to provide PDF versions via email or information on a USB or similar if there are a lot of images etc which are difficult to send electronically.

For promotion at trade fairs or similar, recommend investing in electronic versions of your marketing collateral via give-away USB (perhaps with your logo or business name on it though this is not essential) and, if budget allows, have a pull up banner with great images of your business in action and your name and any logo at the top, so it can be seen easily from afar or if the banner is positioned behind a desk.

Let great images sell your product - active venue spaces being used.

Images and photos

Imagery is much more powerful than the written word so let great pictures sell your product:

- Have images of your space or your function actively involved in a business event as these images are powerful demonstration that you can deliver what an event buyer needs
 - For venues, this means rooms set up for a meeting (rather than a function or wedding) with people in it as opposed to an empty room with furniture. Seeing the space actively used for business events helps sell the space and build confidence in it
 - A great way to do this is, before setting up for a leisure function, lay the tables with note pads and pens and have a laptop or two open
 - For attractions and other services, show images of people using the product but again make sure they are more corporate in attire to give the impression of business event capacity

- Make sure the images are memorable and elicit a positive emotion – we tend to remember 65% of what we see versus 10% of what we hear, so a great image can be a powerful motivator
- For all, show images of the best you can offer whether that is tempting food items, those ‘money can’t buy experiences’, the spaces bathed in natural light and with people active in a business context.
- You may find that previous customers have great pictures you can use; to do this it’s worthwhile asking for permission as part of your contract with them

Moving images, eg: short videos, are also appealing and having a ‘walk through’ of your facility can stimulate a lot of interest and serve the purpose of an early site inspection for the buyer .

- Videos don’t necessarily require a commentary, in fact many watch them with the sound off, but can have written explanation of what is being shown using a few key words
- About 3 minutes is sufficient, any longer and the viewer will skip sections or not watch till the end
- You can also use this in any social media (*see Using Social Media below*)
- Update the videos when you can, so regular or repeat visitors to the site see something new



This does mean that professional, or highly competent, photography is a worthwhile investment. This allows your space or activity to be shot with optimum lighting and a professional will be able to avoid taking a shot when there are erroneous items showing, when the weather is poor, etc.

Professional videographers are also very valuable, though you may find that this is something you can do yourself using a mobile phone with a bit of practice and a steady hand.

Floor plans

Event buyers find it useful if you provide information on available space by showing floor plans of each space or room. Showing the room capacity for different room set ups is very helpful as it helps the buyer envisage their event in that room. Using a diagrammatic example of each room set up (eg: theatre style, banquet style, cocktail reception etc) with how many people can fit in the room if this set up is used is most helpful and easy to understand. See toolkit *Business Event Basics* for more information on room layouts.

The next step in marketing effectively is delivering on what your marketing promises – see the toolkit *Proposals – Responding to Requests and Creating Winning Proposals* for help with this.

MARKETING METHODS

How large is your target market? Do you want to expand it?

In the first instance, it is worth considering how many businesses are in your local area as they may be easiest to target and persuade to use your service/product. This geographical market segmentation is a very common way of deciding who to 'target' (promote your business to). This information can be found through your own local knowledge, looking online or gathering information from local business chambers, associations or groups and your local council may also be able to assist.

Your existing customer base is a good start and those using you for leisure are often involved in business or other groups and marketing your business event offerings directly to your current customers often brings in additional business.

This can be through direct e-mail, information on display in any venue, local business chamber or council listing, etc and through getting to know your customers when they are with you and sharing information with them word of mouth and by using your social media feeds, see more about this below.

Building your database of enquirers or current customers is important – it doesn't have to be an actual database, a spreadsheet works well or this. Try to include more than just their name and contact details as the more information you have about our customers, the better as it allows you to know them, their preferences and then market products to them that meet these preferences. This is an important tool for your marketing activities, so spending some time updating it regularly and then using it to communicate with your customers is key to success.

If there are not many businesses near you, and/or you want to expand then growing your target market to other areas by targeting other buyers and influencers will be needed.

Using social media

Businesses are becoming increasingly engaged with social media ... some of your competitors have probably worked this out already. A social media report (Sensis, 2018) showed that 47% of small businesses have a social media presence (growing all the time) and 60% of large ones do.

When we think of social media, we often think of Facebook and Instagram but from a business to business marketing perspective, we should also include LinkedIn.

With all social media, posting regularly is important. The other key benefit is that, rather than being only an information portal, these channels let you engage in a conversation with your target market. Prospective and existing customers and networks can comment, like or share (promote) your posts, giving you free marketing advocates.

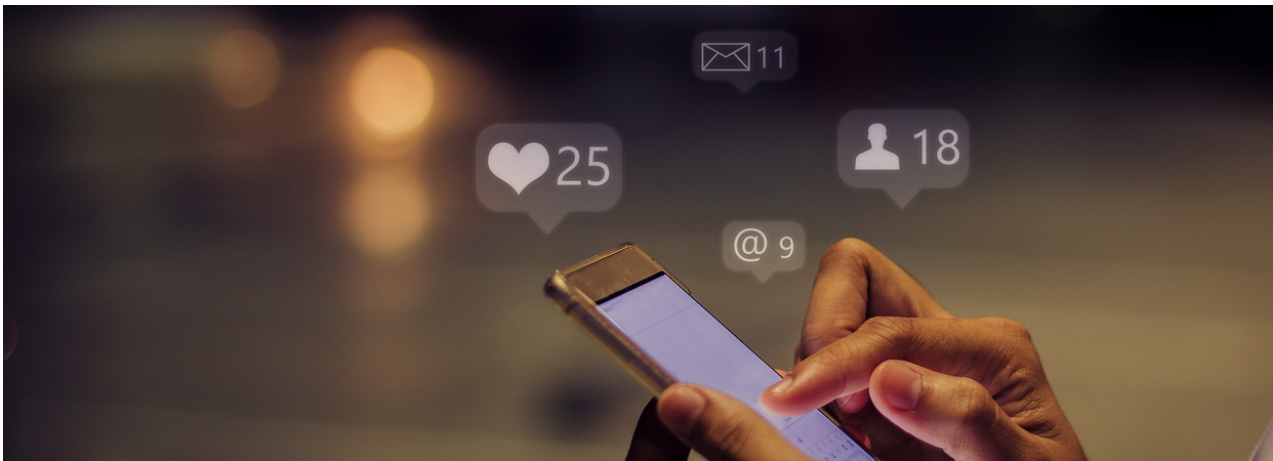
Harness social media to create meaningful interactions, engage clients and industry peers, and expand networks.

Facebook/Instagram – both are well known and popular and many of us check this medium daily. Businesses are using this to engage with customers. Facebook and Instagram are a great way to share the personality of your business and your team and let your prospective, and current, customers know you a little better.

Some things to consider when using Facebook and/or Instagram:

- Socials, articles etc with images work – word focused ones do not; this is not surprising as apparently the human brain processes images 60,000 faster than words
- Fridays are one of the highest days for user engagement so scheduling posts on this day is likely to ensure they are seen and responded to
- Aim for meaningful interactions – your posts will be automatically boosted via the Facebook algorithm if multiple people like, share or engage by replying to each other's comments so it can be useful to encourage your existing contacts and teams to engage with your posts

- Videos, such as a short inside tour of your business, are very popular and have been found to be 24 times more engaging than a static image; these need to be short and visually stimulating as lots of people don't have the sound turned up
- Share business success or highlights from your work week or successes in the team
- Add job postings 'we are hiring' type posts are often shared widely
- Post regularly, be persistent and use short, friendly and simple messages and try to vary the content as much as you can, eg: note achievements, thank customers and event buyers, acknowledge team members efforts or successes
- Recycle your best posts (ie: those that got lots of likes or comments)
- Use hashtags to grab attention and focus, but keep the number short
- Consider paying for boosted posts when you have really important information or new products to share
- Consider paying for the analytics available to gauge response numbers and types.



LinkedIn – is the world's largest professional network – 12.75m in Australia (Fiber, May 2022) and is a great way to engage with fellow industry professionals and expand your networks from the comfort of your own desk.

Recent research (LinkedIn, 2022) found that:

- 80% of LinkedIn users are decision makers in the organisation
- 80% of business to business leads come through LinkedIn – an excellent reward for the effort you make with this platform
- 46% of media traffic to businesses websites comes through LinkedIn – therefore it's good for attracting media coverage too
- 10 pieces of content are considered before a buyer decides to buy or contact you for a quote – so you do need to be consistently posting to gain their interest and attention
- Businesses that post at least once a week gain twice as much engagement

Some things to consider when using **LinkedIn**:

- LinkedIn Pages are for your business and LinkedIn Profiles are for you – both have merit and can be used to showcase the organisation (pages) and to build personal networks (profiles). The latter is important because, as said before, when engaging with business event professionals you are trying to build trust and confidence that, together, you can work well to benefit the mutual customer. Engaging via LinkedIn is a great way to build confidence in each other.
- People can follow your LinkedIn Page without a connection request so it's a more passive experience whereas the LinkedIn Profile is that 1-on-1 network connection that builds longer-term trust
- Both should be kept up to date with suitable images and content and encourage everyone to post something on their Profile fortnightly at least, even if it's sharing something you have seen and found interesting
- Posts can include business success, thoughtful ideas, new things you have seen and liked or consider writing an article or opinion piece which often attract a lot of interest and responses
- To get the most benefit from a LinkedIn Page for your business: be clear on the purpose, eg: company news, talking to your customers and event buyers
- To get the most benefit from a LinkedIn Profile - engage with fellow professionals and build valuable B2B relationship by liking and commenting on posts, sharing insights, triumphs or interesting snippets that you have seen elsewhere on your own page. Please don't just connect and then jump straight to a pitch as this is off-putting and rarely successful
- To get the most benefit from LinkedIn Groups – join industry groups worldwide to build your own knowledge and use this as part of your professional development and join local groups (particularly event ones) to get to know people in the industry, gain and share knowledge and start connections that can lead to prospective business for you.

There are many different marketing activities that might suit your business, the helpful guide [Marketing Activities Comparison](#) will help you decide which may suit your needs. It can also be helpful to decide which activities are targeted at which audience, what return you expect from each marketing activity and methods to track the marketing delivered enquiries or sales. The [Marketing Activities Template document](#) may help you do this before you commit to any marketing activities.

Sponsorship

Sponsorship is a great way to generate potential business by showing prospective buyers and collaborators what services you offer. A popular way for event related businesses to be a sponsor is to:

- **Host business associations or other groups at the venue or business** – this would usually mean providing free space and refreshments or doing so at a much reduced rate. This should be measured over time on the bookings or enquiries that are generated from doing this, specifically those that would not have otherwise occurred.
- **Sponsoring local community activities** – this is often a financial arrangement whereby you gain exposure for the business in the community. It may be 'in kind' sponsorships such as providing the meeting space free for an Annual General Meeting or the function space for an end of year celebrations or produce or products for fundraising raffles etc. Many businesses engage in this way in a more philanthropic manner but this can be a way to raise the profile of your business name and brand in the local community and it's worthwhile measuring if this generates enquiries or bookings.

Building your customer base through existing and new networks

A big part of the business event world, and every business event, is networking. Networking is an ideal way to build business to business and personal connections, share ideas, learn from peers and gain new customers. The business events sector is very network driven and many business events are based on providing networking experiences for attendees, so being comfortable networking is a great business event skill to have.

Build your customer base through existing and new networks.

The other benefits of networking are:

- Enhancing the potential to do business together, eg: working to assist the same business event or even bidding for event business (see the toolkit *Proposals – Responding to Requests and Creating Winning Proposals* for help with this)
- Growing capacity within the team through exposure to new ideas and potential mentors
- Feeling inspired and energised by gaining knowledge and making new connections
- Meeting new potential customers.

Networking can take place anywhere. For example:

- By you attending business and social events where you will meet new people who are in the world of work and may be looking to hold an event or do other business
- Attending networking events held by professional associations within industry sectors
- Attending conferences, seminars, training sessions or even webinars where there is an opportunity to engage with other participants over coffee breaks, during sessions, or in break out or chat rooms, eg:
 - Attend industry conferences and events, eg: MEA's annual Evolve Conference or AIME (Asia-Pacific Incentives and Meetings Event) in Melbourne
- Join your local business chamber, association or industry related group/s and perhaps offer to host the meeting at your business if you have the space
- Take a business card with you always so you can easily share your details with those you meet
- Have an idea of your business event offering so you can discuss it
- Get good at having good conversations – this means asking open ended questions, repeating back or summarising what you have heard and having open body language
- Be genuinely interested, enter every conversation hoping to learn something
- Invite others you meet workwise to connect or catch up for a coffee to get to know people better and explore possibilities for working collaboratively
- Invite yourself to other businesses to do the same and see their product/service
- Agree a referral scheme with local businesses you know and trust to gain business from each other's customers.

Building your customer base through collaboration

Membership - Ensure you are members of business event related associations or groups that can or do bring business to your area, eg:

- Business Events Victoria
- Local tourism networks or bodies
- Business chambers or associations

Collaborative marketing and business development

Familiarisation visits – Getting a buyer to experience your product as your guest is a much used way of showcasing what you do to valuable customers.

A familiarisation visit (or shortform a 'famil') is a marketing activity aimed at inviting prospective customers to experience your product, but this does need to be the very best of the product and treating them as a VIP.

Hosting or taking part in a familiarisation organised by Business Events Victoria or your regional tourism board or organising this yourself is worth considering.

In a familiarisation you would expect to:

- Show them the experience and customer service their customers (your soon to be mutual customers) will experience
- Showcase a range of experiences to give a full picture of the destination, so working with others to show more than one venue, more than one experience, etc is best
- Provide 'money cannot buy experiences' as these work well – eg: meet the maker, barrel tastings with the wine maker and any other VIP offerings
- Offer this on a complimentary basis

Familiarisations can be a valuable marketing tool. An important point is that this is valuable if you have high value guests (ie: buyers who are likely to reciprocate with business) so it is worth engaging with your convention bureau for advice as they are able to assist their members in sourcing suitable participants.

Building a business event product together - Consider working with your local networks to put together information about your local area to attract the business event buyer. This could be with a targeted direct email marketing campaign to event professionals and other influencers or by hosting familiarisation visits (see below).

Things to consider here are:

- Sourcing suitable local suppliers – recommend those close by who you know and trust and can recommend; this local focus reinforces regional sustainability and benefits the local suppliers and is attractive to the business event buyer who wants to support local business
- Competitors becoming colleagues – this is a one wins, we all win approach as you share knowledge with each other, and expand the business for all parties

Showcasing a range of products and services demonstrates that the area has capacity and diversity greater than the prospective buyer may have thought. It also shows the breadth of experiences in your community.

This collaboration enhances the event experience for your potential customer and builds ongoing positive relationships and capacity for you and the region.

Some ideas:

- Venues – share allocation of space, so suggest more than one property for the business and/or social portion of any event
- Accommodation – offerings are broader and suit all price points if you include a range of accommodation types for your property or accommodation providers nearby if your accommodation is not sufficient for the event requirement
- Food and beverage staff and others can potentially be shared if additional capacity is needed
- Audio-visual expertise can be shared or bought in to enhance the event experience
- Local produce, providers, artist and entertainers can be used to add local flavour or promote specific offerings
- Coach and transport operators, traditional coaching to bespoke transport methods (bikes, classic cars, etc) can be used to transport guests between relevant locations.

Consider including anything that is unique or unusual or regionally specific as this will enhance your collaborative product and be more appealing to the business event buyer. See the toolkit *'Proposals – Responding to Requests and Creating Winning Proposals'* for help with this.

Collaborative marketing

Marketing efforts take time, and sometimes, money and the reach of your efforts will be extended if you work with others. Joining in collaborative bids to bring business to your area or taking part in collaborative marketing campaigns or activities has great economies of scale and allows you to reach audiences that you may not capture on your own.

Recommended activities include joining your local destination network or regional tourism marketing team or convention bureau in their activities. These could include:

Business Events Victoria:

- Participate in roadshows and other training to enhance skills, knowledge and capacity in reaching the business event sector
- As a member join marketing campaigns online to reach interested buyers looking to host events in regional Victoria
- Attend the Regional Victoria Showcase
- Attend AIME as part of a trade delegation and/or be represented at this event by providing collateral for the team to use when talking to the hosted buyers, other exhibitors and event organisers attending this major tradeshow
- Receive enquiries from the organisation for event needs in your area
- Hosting a familiarisation visit for interested business event buyers.

MARKETING LEGALLY AND ETHICALLY

LEGAL	
FACTOR	KEY CONSIDERATIONS
Australian Consumer Law - Consumer Competition Act 2010 <i>(also has Advertising & Selling Guide)</i>	<ul style="list-style-type: none"> • Avoid inaccurate marketing and advertising of the products – avoid misleading statements or images • Be aware of consumer rights regarding cancellations, refunds, returns (tickets and products purchased) • Online sales/activities are covered by this too
Copyright Act, 1968	<ul style="list-style-type: none"> • Avoid using images without permission/crediting • Ensure logos etc are not copied or too close to another organisation/event
Australian Privacy Act, 1988	<ul style="list-style-type: none"> • Understand privacy issue about sharing customers/visitors' details • Understand need to carefully store and protect personal information kept on customers/visitors, eg: if they give information via website/competitions, surveys, etc • Image sharing (individuals and children)
Australian Performing Rights Association (APRA) Licencing	<ul style="list-style-type: none"> • Australian Performing Rights Association provide a licence to perform music that is not your own at events
Statements/Claims	<ul style="list-style-type: none"> • Be careful that all statements/claims about the event are true – in own marketing and that of any collaborators • Reviews online should be true and genuinely from a consumer
Incentives/Prizes	<ul style="list-style-type: none"> • Must be genuine, cannot offer a prize if none exists • See relevant state government Consumer and Business Services pages on websites for rules on prize drawers and raffles
Direct Marketing	<ul style="list-style-type: none"> • Consumers must opt in and can unsubscribe at any time
Environmental Protection Authority	<ul style="list-style-type: none"> • Noise management – ensure any entertainment does not breach noise levels

ETHICAL including CODES OF PRACTICE	
FACTOR	KEY CONSIDERATIONS
Appropriate use of imagery	<ul style="list-style-type: none"> • Avoid showing over consumption of alcohol and that any photos of wine drinking show people of legal age • Avoid stereotyping images that suggest event is not inclusive
Australian Privacy Act, 1988	<ul style="list-style-type: none"> • As above
Equal Opportunities Act, 1984	<ul style="list-style-type: none"> • Targeted marketing implications, ie: avoid limited target markets that could limit the opportunity for inclusive attendance
Australian Association of National Advertisers (AANA) Code of Practice	<ul style="list-style-type: none"> • Be careful that marketing images of people avoids stereotyping, discrimination, exploitation and vilification of different national, cultural or demographic groups • Careful use of language including context and humour • Monitoring user generated content including websites and – especially - social media under an organisations effective control (eg: FaceBook comments) • Promote responsible alcohol consumption
Ethics in Marketing Industry Codes of Practice Codes of Ethics	<ul style="list-style-type: none"> • Australian Marketing Institute – code of practice • Australian Direct Marketing Association - code of practice • Australian Association of National Advertisers – code of ethics • Australian Influencer Marketing – code of practice • Advertising Council of Australia – social media and online commentary code of conduct
Food Miles	<ul style="list-style-type: none"> • See Sustainability below

SUSTAINABLE	
FACTOR	KEY CONSIDERATIONS
Environmental	<ul style="list-style-type: none"> • Usage of biodegradable products, eg: for food service, etc • Avoid single usage products • Minimise water usage • Careful waste management • Recycled paper, eg: marketing collateral • Minimise printing • Minimise impact on environment by sourcing materials, products, etc from local area (see Food Miles) • Recycling at event
Economic	<ul style="list-style-type: none"> • Growth of event for economic prosperity – partners and community
Cultural	<ul style="list-style-type: none"> • Consider broader society’s views when using images, etc • Consider community impact, views and sensibilities • Culturally appropriate images, content, etc • Good community citizenship (buy local, hire locally)
Food Miles	<ul style="list-style-type: none"> • Defined originally (in UK) as the distance food is transported from the time of its production until it reaches the consumer. Can be used to assess environmental impact of food, including the impact on global warming. • Sustain community by using local providers/suppliers – similar to the idea of food miles, maintaining capacity, benefit
Noise	<ul style="list-style-type: none"> • See Legal above

SUMMARY OF TEMPLATES

[Marketing Activities Template](#)


[Marketing Activities Comparison](#)



MEET IN REGIONAL VICTORIA.

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