

2021-2025 Strategic Plan

BUSINESS EVENTS GEELONG



MEET  
*Geelong*

# Our Brand

As the convention bureau to Greater Geelong and The Bellarine, Business Events Geelong exists to increase domestic and international visitation across the Meetings, Incentives, Conferences and Exhibitions markets, groups and international travel trade.

**VISION:** To be Australia's most inspiring and surprising regional Business Events Destination.

**STRATEGIC STATEMENT:** To facilitate business events growth.

## WE OFFER:



### Values

Professionalism  
Creativity  
Brave  
Zest



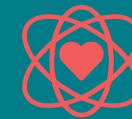
### Personality

Clever  
Helpful  
Fun  
Relatable  
Engaging  
Honest



### Functional benefits

Variety  
Seamless Solutions  
Convenience  
Productive



### Emotional Benefits

Refreshing  
Inspiring  
Exciting  
Surprising



### Attributes

Expertise  
Support  
Resources  
Relationships  
Knowledge Services  
Venues & Experiences  
Proximity & Access  
Diversity

# Our Customers



Our targets



## WHAT

Corporate  
Government  
Association  
Not For Profits



## WHO

Personal and Executive Assistants  
In-House Event Planners  
Professional Conference Organisers  
Travel Trade



## WHERE

60% Melbourne  
15% International  
15% Sydney  
5% Local  
5% Other

# Our strategic priorities

## HOW WE WILL DO IT



### MARKETING

Strengthen the brand and people's connection to the region to inspire a greater journey.

**WE WILL:**

Position Geelong and The Bellarine as a place to meet. Build the brand of Geelong and The Bellarine as a destination to discover beyond the boardroom

**BY:**

Developing a marketing strategy that includes PR, digital and social media activity.

**WE WILL:**

Promote the role of a convention bureau and the importance of the business events sector.

**BY:**

Engaging with key industry stakeholders to leverage event data



### SUSTAINABLE DESTINATION DEVELOPMENT

Plan for balanced growth that delivers economic, social and environmental benefit for future generations to enjoy.

**WE WILL:**

Ensure business events continue to be a significant driver of visitation to the local economy that celebrates the unique social and environmental fabric of the region.

**BY:**

Providing leadership, guidance and advocacy through long-term planning to position the region for future growth.



### COLLABORATION

Working together, deliver exceptional value and benefit to our members, visitors, community and destination.

**WE WILL:**

Provide opportunities for members to connect with our target markets

**BY:**

Creating a program of networking opportunities that enable members to capitalise on relationships with new and existing conference and event planners.

**WE WILL:**

Maintain, nurture and grow relationships with members and our target markets.

**BY:**

Developing a sales strategy that includes activity such as sales calls, relationship management and bidding opportunities.



### INDUSTRY

Strengthen the capability of our region to flourish through a 'new normal'.

**WE WILL:**

Create opportunities for members to increase service standards.

**BY:**

Providing educational opportunities for members to enhance their service offerings.