



# DESTINATION GOLDCOAST.

## HOW TO OPTIMISE YOUR GOLD BUSINESS EVENTS MEMBERSHIP

### BUSINESS LEADS

When you receive a 'trace' email, login to our online member portal, [DGC.net](https://dgc.net) to receive your Business Leads. Respond to leads promptly. If you are unsure how to supply a professional proposal check out '[10 Tips to a Winning Business Events Proposal](#)' found under resources at DGC.net or please contact our team at: **businesssevents@destinationgoldcoast.com**.

### ACCOUNT MANAGEMENT MEETINGS

Attend quarterly meetings with the Destination Gold Coast Business Events (DGCBE) team to discuss pending leads, potential business and trade activity in the market.

### ONLINE DGC.NET TRAINING

Review the [DGC.net training page](#) and [Frequently Asked Questions](#) (FAQ's) to keep up to date with accessing and using our online member portal for you and your staff.

### BIDDING

Ensure you respond to Destination Gold Coast Business Events (DGCBE) when approached to be included in Destination Bid Documents. Also, contact DGCBE to partner to create custom bid documents, prepare joint presentations and customised pages for inclusion in your bid documents (All member leads are confidential).

### TOURISM MATTERS

Read the weekly e-newsletter, Tourism Matters, to stay in touch with all industry information, DGC activities, workshops and events. Submit your business announcements to the newsletter to gain exposure to our database of local businesses. The link to submit stories can be found in the Member Announcements section of the newsletter.

### COOPERATIVE MARKETING OPPORTUNITIES

- Co-exhibit with DGCBE at trade shows such as This is Gold Coast Business Exchange (where Gold members receive prime booth position when available) and Gold Coast Connect.
- Undertake joint sales calls initiated by the DGCBE Team.
- Participate as a partner in BE client corporate events in a variety of markets.

### SITE INSPECTIONS

Utilise opportunity to be considered as a first option host hotel or venue for prospective client site inspection and also apply for domestic economy flights to be paid for one client for destination site inspection (applicable only if lead filtered via DGCBE). Accept Expressions of Interest requests to showcase product or host accommodation at site inspections.

### DIGITAL OPPORTUNITIES

You have a profile page on [DestinationGoldCoast.com/Business-Events](https://DestinationGoldCoast.com/Business-Events). Ensure that your information is up to date and your images are high quality and professional. As a Gold member, you receive a Featured Banner listing which enables you to feature four landscape images, main page character limit of 1,000, search character limit of 150 characters and your company logo plus room capacities and up to three PDF Downloads. Contact us to update your information/web profile at: **membership@destinationgoldcoast.com**.

### NETWORKING

Attend Business Event Updates. Invitations will be sent directly via email to your nominated contacts. As a Gold member, you receive five free tickets for your staff to attend these events.

### OTHER BENEFITS

- Apply to DGCBE to provide destination gifts for client famil programs
- Email new product information or newsworthy articles to **businesssevents@destinationgoldcoast.com** for inclusion in the DGCBE quarterly Product Update to over 2,500 domestic Business Events, clients and media.

### QUEENSLAND BUSINESS EVENTS SURVEY (QBES)

Submit data for the quarterly QBES. This is compulsory for DGCBE accommodation and meeting space members. A template will be emailed for you to complete these statistics.