

DESTINATION GOLDCOAST.

HOW TO OPTIMISE YOUR SILVER 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 DGCnet or please contact our team at: **businessevents@destinationgoldcoast.com**.

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 a featured half page listing in DGCBE Destination Bid proposals.

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 and Gold Coast Connect. Expressions of interest sent via email.

SITE INSPECTIONS

Accept requests to showcase product or hotel accommodation at site inspections.

DIGITAL OPPORTUNITIES

You have a profile page on DestinationGoldCoast.com/Business-Events. Ensure that your information is up to date and your images are high quality and professional. As a Silver member, your website listing 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. As a Silver member you receive two free tickets for your staff to attend these events.

OTHER BENEFITS

- Apply to DGCBE to provide destination gifts for client famil programs on application
- Email new product information or newsworthy articles to **businessevents@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.