



# HOW TO *Create* WINNING BUSINESS EVENT PROPOSALS

## UNDERSTAND THE CLIENT

Start by researching the client. Who are they? What are their priorities and focus? Find out more about them so you can tailor the proposal.

## UNDERSTAND THE REQUEST

Review the detail within the lead. Are they an eco-friendly business? Provide your environmental policy. What are their key decision factors? e.g. One event might make a decision based on environmental factors. Always answer any specific questions or selection criteria that are asked, e.g. How many accessible rooms do you have? How far are you from the G:Link station? Did they request breakfast? Is it included in their rate? Then be sure to provide that. Ask Destination Gold Coast Business Events (DGCBE) for more information, we're here to help.

## CREATE A PROFESSIONAL BUSINESS TEMPLATE

Develop a professional business proposal template, displaying your company branding, that you can use to update and personalise for individual leads. A basic template should include:

- An introductory cover page briefly introducing your company
- An outline of how you can meet their requirements, as well as inclusions
- Your contact details
- Images

## UNDERSTAND THE REQUEST

Address the proposal to the client unless advised otherwise. Do not address it to the DGCBE staff member who sent it to you. Include your own direct contact details as this makes the proposal more personable as well as making it easy for the client to contact you when they have questions. Avoid using generic email addresses and phone numbers.

## BE SUCCINCT

Place yourself in the client's position. They may be reading many proposals. They need a concise summary of how you can meet their needs. Unless you are requested do not include pages of menus, this level of detail is sought at a later stage.

## MAKE IT ABOUT THEM

Write the proposal in terms of how you can meet the needs of the client, rather than about selling your product. Write for the audience, using their jargon if possible. Personalise your letter so it is more than just a standard proposal.

## USE IMAGES

Use images within the proposal, by incorporating them into your template, e.g. a footer banner on the cover page. Pictures speak a thousand words.

## GO THE EXTRA MILE

Consider extra elements you are able to add into the proposal to ensure that your business stands out from the crowd.

## FILE FORMAT

The DGCnet member portal only accepts files in PDF format up to 8MB so ensure that you save your files this way. Include your company name in the file name so that your proposal can be identified easily when all the proposals are downloaded, e.g. 'Hotel Name Proposal for Conference Name 2024.pdf'.

## ON TIME

Last but not least, submit your proposal on time. If you can't submit a proposal on time, the client might doubt your ability to run a successful event to schedule. The DGCnet will also not allow you to upload your proposal once the response deadline has passed.