



HOW TO *Maximise* YOUR BUSINESS EVENTS WEBSITE LISTING

DESTINATION GOLD COAST MEMBERS WITH A BUSINESS EVENTS (BE) ELECTIVE PACKAGE, ARE ENTITLED TO LIST THEIR PRODUCT ON WWW.DESTINATIONGOLDCOAST.COM/BUSINESS-EVENTS.

Your BE Membership level determines the benefits applicable to your listing including the amount of text and the number of images featured. Please check the guidelines below. If you are unsure of your Business Events membership level, please contact us at membership@destinationgoldcoast.com

	DIGITAL	BRONZE	SILVER	GOLD
Number of images	1	2	4	4
Logo	✓	✓	✓	✓
Amenities, room capacities and product highlights			✓	✓
Short Description: character count limit	150	150	150	150
Main Description: character count limit	275	450	1000	1000
Downloads (Max of 3)	✓	✓	✓	✓
Featured banner list				✓

TEXT

There are two types of text that can be uploaded: “short description” and “description”. The short description pulls into the multiple products search page; the description will pull into your full page listing. We recommend different wording for each.

Please note: text containing semi-colons, colons, hyphens, exclamation points and bullet points cannot be uploaded due to html issues.

LOGO

File type: jpeg or png is preferable. If supplying in jpeg please ensure it has a white background. Square or landscape shape is best.

IMAGES

File type: jpeg, landscape, high resolution 1 - 4MB

Optimal size: 822 pixels wide by 365 pixels high



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KEY SEARCH WORDS

Upload key words that a visitor may use to search for your product.

PDF DOWNLOADS

Your full listing page features a section called Downloads. Here you can upload a brochure, floorplan, sales kit and other collateral relevant to your product. A maximum of 3 files can be uploaded and each must be under 8MB in size. Be sure to add a title to each download. Destination Gold Coast (DGC) accepts downloads that are relevant to the Business Events market only for this website.

ROOM CAPACITIES AND HIGHLIGHTS

Gold and Silver level members are also entitled to list all meeting rooms and event spacing including the name, area size and capacities for theatre, u-shape, classroom, cabaret, boardroom, cocktail, banquet and banquet with dance floor. There is also space to add any highlights to your product features (e.g. It might be several restaurants, roof top bar, walking distance to the G-link etc).

VIDEO'S AND VIRTUAL TOURS

All members with a URL can upload a video or virtual tour of their product.

MEETING AMENITIES

Members with Gold or Silver level are entitled to upload information pertaining to the number of accommodation rooms, meeting rooms and capacities for meetings/events.

CATEGORIES

The main categories your product can appear under are VENUE, ACCOMMODATION and/or SUPPLIER. Your product then further drops into subcategories that sit under the main categories. You can view the entire list of subcategories via the drop down menu on the search function area of the website.

Please note that the categories you appear under are at the discretion of DGC. For example, if you are a venue you will not be featured under “Audio Visual” as this category is for AV Specialists. If venues provide their own onsite AV they should mention this in their full page listing text and in key search words. By limiting categories per product, we improve the experience of the website visitor.

UPLOAD VIA MEMBER PORTAL

Text, key words, PDF files, URL to video/virtual tour, key search words, meeting amenities, room capacities and highlights

EMAIL TO MEMBERSHIP SERVICES

Logo, images and category requests:
membership@destinationgoldcoast.com