

# PARTNERING WITH YARRA VALLEY BUSINESS EVENTS

Yarra Valley Business Events is your marketing partner into the corporate event and MICE (meetings, incentives, conferences, and events) industry.

We seek out new corporate and incentive business for the region by engaging and connecting conference planners and government entities with venues, accommodation, suppliers and services, passing those leads right to our partners.

Yarra Valley Business Events is a regional member with Business Events Victoria and we partner with Melbourne Convention Bureau to participate in trade exhibitions, engage buyers and offer hosting opportunities for business events.

## WHO SHOULD BE INVOLVED?

Venues that can host conferences and corporate events, large and small, venues that accommodate attendees for overnight stays, transport providers and teambuilding experiences.

Businesses are required to choose a **Tourism Partnership** to be eligible to add this program to their package.



## HOW YOU BENEFIT

Participating businesses get access to:

- Participation in annual famils with qualified buyers seeking a range of accommodation options and experiences for their groups
- B2B Marketing on members behalf to key decision makers in the business event industry
- Representation at the Business Events Victorian Regional Showcase and other events, highlighting our region to qualified buyers
- Listing on [yarravalleybusinessevents.com.au](http://yarravalleybusinessevents.com.au)
- Inclusion in our annual Event Planner's Guide, downloaded throughout the year by event planners actively seeking event inspiration and suppliers
- Promotion via social media posts on Facebook, Instagram and LinkedIn
- Inclusion in our bi-monthly emails to buyers who actively engage with our website
- Editorial inclusion in our blogs
- Inclusion in media campaigns to business events publications
- Inclusion in marketing campaigns promoting business events in the region
- Priority lead referrals, no commission



Conference Venues  
and Accommodation

**\$690**

Activity and Experience  
Suppliers

**\$495**

