



2026-27 HUNTER BUSINESS

FUNCTION GUIDE

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GARRY



SANDIE



JASON

Welcome to the **2026–27 Hunter Business Function Guide**, an annual special coverage by HBR to help business people with planning and running a successful event in the Hunter region.

The Hunter has a well-earned reputation as an ideal location for business functions, with a growing number of local, Australian and overseas business people experiencing the excellent locations and services available.

One of the exceptional strengths of the Hunter is its extremely broad range of venues available, satisfying all tastes and budgets. The Hunter can readily accommodate any type of function, from small, intimate gathering, to large expos and international symposiums. The locations vary immensely, from the CBDs of major centres, to water-front venues, vineyard experiences and rural retreats.

The Hunter also has a wide range of excellent support services to help ensure that you have a successful event. Whether you need help with just one aspect of an event or someone to take responsibility for almost the entire event, the Hunter has an experienced organisation ready to work with you.

The region is also unique in its range of accommodation, dining options and activities for delegates and visitors.

The Hunter is truly the perfect location for almost any type of business function

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FUNCTION GUIDE TABLE 2027

Venues	Location	Room Capacity					Facilities	Onsite activities	Accom. rooms	See page
		Conference rooms	Max Area/M²	Max Cocktail	Max Theatre	Max Banquet				
Amanda's on the Edge	Pokolbin	2	N/A	45	N/A	N/A	In house catering	Restaurant	N/A	18
Anchorage Hotel & Spa	Port Stephens	7	144	160	160	110	AV equipment, screens, whiteboard, flip chart, sounds system and WiFi	Spa treatments at on-site Spa Lucca, cocktail masterclasses, whisky tastings, high tea by the sea, sailing experience, The Galley Kitchen – all-day dining, Moby's Bar – Bar, onsite parking, two pools, one adults-only, poolside bar	80	2
Crystalbrook Kingsley	Newcastle	5	403	170	150	150	Microphone, WiFi, Lectern, screens & HDMI connections	Restaurant, bar and Gym (5min walk- offsite).	95	16
Fort Scratchley Historic Site	Newcastle	1	246	200	150	140	On-site parking, in-house catering, dancefloor, data projector, screen, flipchart, WiFi, whiteboard, lectern and wired microphone.	A contemporary business events venue with panoramic ocean views, flexible spaces, tailored catering and exceptional service. Fort Scratchley Function Centre offers a distinctive setting for any meeting, conference or corporate event.	N/A	9
HIA Home Inspirations	Mayfield West	3	N/A	N/A	80	N/A	Data projector unit, Microphones, audio, video conferencing (Board room only), WiFi & catering	N/A	N/A	12
Maitland Town Hall	Maitland	8	460	300	380	300	All events held within the Maitland Town Hall Main Hall utilising any audio/visual/lighting equipment, will need to work directly with Councils preferred inducted contractor being Scion Audio and Events.	N/A	N/A	3



Venue with a bar, food and an activity that will actually be fun for me and my team.

Skip searching & BOOK NOW  **RIPPIT GOLF**

FUNCTION GUIDE TABLE 2027

Venues	Location	Room Capacity					Facilities	Onsite activities	Accom. rooms	See page
		Conference rooms	Max Area/M²	Max Cocktail	Max Theatre	Max Banquet				
Mercure Charlestown	Charlestown	3	120	120	60	90	Data Projector, whiteboard, wireless internet, Smart TV in Madison Function Room.	Fully functioning onsite restaurant, Madison Kitchen and Bar, Full hot buffet breakfast 7 days, located in Madison Dining Room, barista coffee available all day outdoor pool and sun loungers	54	17
Murrook Culture Centre	Williamstown	3	502	600	420	240	3 data projectors and motorised screens, In-room sound system with wireless microphones, Wi-Fi, whiteboards, flip charts, lectern, tea and coffee station in each function room, catering packages available, ample carpark	Cultural Workshops & Training, Sand Dune Adventures Quad Bike tours, Cultural Services, Murrook Café, Cultural Gallery and Interactive Experience Centre, Retail, Parklands.	N/A	8
Muswellbrook Race Club	Muswellbrook	5	N/A	300	200	200	AV, projector and screen, 7 tv's and all of the above. High end in house catering and gardens	Race days activities	N/A	13
Newcastle City Hall	Newcastle	7	382	500	805	300	Accessible rooms (x7); in-house catering, data projector, screen, flipchart, Wi-Fi, whiteboard, lectern and wired microphone; notepads, pens, mints, still and sparkling water all included.	Experience the grandeur of an iconic heritage venue, with seven versatile function rooms for over 800 guests, regionally inspired catering, exceptional service and over 2,000 hotel rooms within a 10-minute walk.	N/A	9
Newcastle Cruising Yacht Club	Newcastle	5	N/A	300	200	300	Microphone, 65"+ TVs, lecterns, onsite catering, tea+coffee station, wireless internet.	Learn to Sail opportunities	N/A	11
Newcastle Racecourse	Broadmeadow	12	2240	1800	1500	750	Onsite catering by in-house chefs, Over 900 complimentary car parks, PA, sound & data projection systems, WiFi access, Handheld microphones, projector screens, TV monitors, Disabled access & equipment-friendly entries, All rooms fully air-conditioned & most with natural lighting, Event supervisor & standard, note pads, pens, iced water.	Race Day hospitality packages, Beautifully maintained outdoor lawns for breakout sessions, Scenic backdrops for photos and outdoor events, flexible, partitionable spaces for tailored experiences, Support from a dedicated Events Team from planning to execution	N/A	15

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FUNCTION GUIDE TABLE 2027

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Nioka Steakhouse	Newcastle	2	N/A	150	N/A	100	Flexible menu options: plated, shared or canapé, beverage inclusions: welcome drinks, cocktail pairings, bottomless packages, Styling access: bring in your own os let us coordinate, Audio & music options (for full hire events only) and access to waterfront outdoor areas	Restaurant	N/A	8
Oaks Cypress Lakes Resort	Pokolbin	11	800	800	672	470	Wireless internet included, event stationary & meeting notes onsite parking, digital Venue signage, all AV available through 3rd party provider at additional costs.	Lawn games, 3rd party suppliers for onsite, activities at additional costs, 3 x pools, bistro, restaurant, spa, wellness and gym	135	12
Pacific Dunes - Greenhouse	Medowie	1	270	180	200	144	Full integrated data projector, drop down projector screen, 4 roaming microphones, mic stand, wifi internet, lectern, iphone / HDMI / PC / mac / connectors etc, white board, flip chart, black out blinds, free onsite parking, accessible amenities, covered terrace for break in the kitchen garden, tea & coffee station and catering all available.	Greenhouse - Restaurant & Bar 18 hole championship golf course with practice facilities, fully stocked golf shop, outdoor bar terrace, kids play area, Thursday night trivia, Sunday live music	N/A	5
Wallsend Diggers	Wallsend	4	600	400	350	300	Cordless microphone, built-in data projectors, complimentary Wi-Fi, lectern, whiteboard	Lawn games, 3rd party suppliers for onsite, activities at additional costs, 3 x pools, bistro, restaurant, spa, wellness and gym	48	7

SUPPORTING SERVICES & TEAM BUILDING ACTIVITIES

The Hunter Region is blessed with a wide variety of organisations that can provide services and expertise to help make your event be a success.

COMPANY	SERVICES	PAGE
Hunter Adventure Centre	Team Building	18
Pukara Estate	Premium gift packs and hampers designed to work across a wide range of business and event settings	10
Rippit Golf	Business meetings or team-building sessions	4
Scion Audio & Events	Audio, visual, staging & event equipment	6



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TIPS FOR MAKING YOUR NEXT EVENT A SUCCESS

It can be an arduous task to organise a successful event, particularly if it is large. The disappointing aspect for the organiser is that most attendees probably have no comprehension of how much work has been involved. Those without function organising experience often think it is just a matter of booking a venue and sending out the invitations. The organisers are often not really thought about unless there is a really big wow factor or if something major goes wrong.

Every event is different and will have its own requirements; however, the following general tips will help you to achieve a successful event.

GETTING HELP

There are a range of local businesses that can help with your event, from assisting with one aspect (like catering, audio or entertainment) to organising almost the entire event.

Even if you gain the services of an event planner, this does not mean that you will have no responsibilities in the planning stages. First and foremost you must have good communications with the planner and ensure both sides have a clear understanding of the type of event, its goals and its budget. The event planner will also require input from you along the way with necessary information and options requiring a decision. These should be attended to promptly but with due consideration. In the end the event planner wants the event to meet the client's expectations, so your input is important and required.




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INITIAL PLANNING

The first task is to clearly define what your event is trying to achieve. Finalise the type of event or function it will be – launch, networking session, end of year party, exhibition, seminar, team building etc. Next set the budget available, including both revenue streams (if applicable) and expenses. If it is re-run of a similar earlier event, these stages will be much easier. Make sure to also have realistic and measurable targets.

It is usually best if you can allocate some of the budget for unforeseen expenses as these often occur.

You should monitor your budget along the way to make sure there is no nasty surprises at the end.

DATE AND VENUE

Much care must be taken when setting the date and venue as it is not usually easy to change these. When considering the date take into account public and school holidays, other major or competing events, staff and equipment availability and any other issue that may restrict the timing.

When selecting the venue consider:

Venue suitability – Obviously the venue must be the right size for your event. If it is too small you will not have enough room for everything you need as well as attendees. But if it is too large, it may feel quite dead and empty. If the venue is not air-conditioned or is set outdoors you should consider ventilation or heating options, particularly if the event is being held in summer or winter. If extensive setting up is required, such as in an expo, then ease of access to the venue can be important. The venue also may need to be available for ample time before and after the event. Wheelchair and invalid access may also be a consideration.

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Availability – The venue does of course need to be available. The earlier the venue is locked away, the better the chance of having it for your desired time. You will also have more flexibility in settling on a date if you start early.

Cost – Cost is always a factor to consider, particularly if operating on a tight budget but make sure you are taking all costs into account. For example a more expensive venue that provides additional facilities at no charge may well work out cheaper in the long run than a cheaper venue that provides little and you need to arrange additional facilities.

Venue staff – The quality of the venue staff is sometimes overlooked. Good venue staff are a major help both in the organisational phase and on the actual event day. Alarm bells should start ringing if you find them disinterested or they fail to respond to enquiries.

RISK MANAGEMENT

Create a risk management plan and ensure any appropriate insurance is in place and current. Create a contingency plan for factors outside of your direct control on the day.

MATERIAL/GIFTS FOR ATTENDEES

Depending upon the nature of the event, you may wish to provide hard copy material, promo items or other gifts for attendees to help promote your business or to thank clients.

If the event is an exhibition, you may also wish to provide material from sponsors or exhibitors. An exhibition guide is handy for attendees to see who is exhibiting and to provide information and contact details they may wish to use after the event. Depending upon the size of the event and how much literature and items will be available, you may also wish to provide attendees with a carry bag which can also be branded.

TIMELINE

Prepare a project timeline with tasks that must be accomplished by specific dates. These may include:

- When to announce the event
- Preparation of promotional material
- Selection of caterer and menu
- Selection of entertainment
- Organisation of audio-visual needs
- Selection and confirmation of speakers
- Selection of accommodation
- Organisation of insurance or permits
- Preparation of a contingency plan for the event
- Organisation of transportation
- Organisation of marketing, signage and social media
- Finalisation of program
- Confirmation of attendees
- Preparation of event material
- Organising set up

AT THE EVENT

The better the planning and preparation, the better the chance that all will go smoothly on the day. Often it won't go exactly to plan, but most attendees will be unaware. Try to stay calm, even if there are a few hiccups, and finally try to enjoy yourself.

AFTER THE EVENT

When the event is finished you may need to remove equipment and possibly rubbish from the venue. Depending upon the nature of the event, sponsors and participants may be thanked and possibly given a questionnaire for feedback. In the days following the event have a debrief session on the event, covering the successful aspects as well as those that could have been improved. If appropriate, a report on the event can be sent to participants and sponsors. Plans for future events can also be included.



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ORGANISING A WORK SOCIAL DAY

The Hunter region offers a wide spectrum of activities for organising a work social day, from adventure parks, race days, wine tours, brewery tours, team building events and many more.

Many businesses organise activities for their staff in an effort to build a more effective team, use it as a reward, to increase job satisfaction and to help get to know staff. Work social days are a great way to achieve these outcomes but if they are poorly organised these activities can fail to produce and even dampen morale if it is seen as just a work obligation.

The following tips will help you with planning your team building activities.

DECIDE ON OBJECTIVES AND A BUDGET

What is the purpose? Different activities will gain different outcomes. Is it to celebrate a significant business accomplishment, reward staff, let staff get to know each other better without work pressures, help staff see the "bigger picture" or some other purpose? The activity needs to be selected to meet the goals and keep within budget, for example a wine tour would be a great way to celebrate a business accomplishment, whereas an informal lunch is better way to introduce a new staff member.

SELECT AN ACTIVITY SUITABLE FOR YOUR WHOLE TEAM

If you have less active members, it is not a great idea to organise anything too strenuous. Don't select an activity that is likely to

have an extreme range in abilities. Don't let the activity be overly competitive – you can have winners if you want, but make sure that others don't feel like losers. Also not everyone drinks alcohol or feels comfortable around people who are drinking.

PICK A CONVENIENT TIME

Employees will be most receptive to an activity that is during work hours and does not interfere with their personal time. When scheduling the activity, keep your employees' schedules and personal obligations in mind. If you have employees with children in day care or school, make sure that the social day does not interfere with their pick-up schedule or require them to plan additional childcare.

EASE WORK PRESSURES

Make sure that you reduce the employees' workload that typically gets done during the scheduled team building time so that they do not have to work nights or weekends to get their jobs done. You may need to hire temporary staff. Take into account the downtime when setting schedules and targets.

CONSIDER HELP

Ask possible venues for tips, what has worked before etc. You can even consider hiring an external professional to organise the whole or some of the activities.

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DON'T FORGET TRAVEL TIME

You may find a great location, but staff may not be happy if they have to travel an extra hour or two each way. If you are really set on a location a little more distant, consider hiring a mini-bus and also use the travel time effectively.

PROVIDE FOOD

Make sure food is involved in the planning as no one is happy if they are hungry or if finding something to eat is a chore.

DON'T MAKE IT ABOUT THE BUSINESS

Don't bore staff with speeches or work-related talks. Make the day interesting and memorable. The best activities are those a bit different, not something many of the staff do on a regular basis.

ENCOURAGE STAFF TO MIX

Forget about staff hierarchy. Make all staff feel like they are on an equal footing. If you have a large number of staff, consider nametags with just their first name. If the activity involves teams, try to have teams comprised of staff members that normally don't work closely.

GET POST-EVENT FEEDBACK

After the event, have employees provide anonymous feedback on the team building day. By knowing what your employees liked and disliked about the event, you can better plan team-building activities in the future. If you planned the day for a specific reason, evaluate the outcome after the event

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NEWCASTLE RACECOURSE CREATES SPACES FOR EVERY OCCASION

Over the past few years, Newcastle Racecourse has evolved beyond its traditional role as the Hunter region's home of thoroughbred racing.

While race days remain at the heart of the venue's identity, Newcastle Racecourse has become a versatile events destination, attracting everything from conferences and trade expos to food festivals, community fairs, charity luncheons and networking events.

Newcastle Racecourse Chief Executive Officer Duane Dowell says the growth of the venue's non-race day offering is a natural extension of its facilities and commitment to the wider community.

"Newcastle Racecourse has always been one of the Hunter's most recognisable venues, but in recent years we've worked hard to showcase just how versatile the precinct can be," Mr Dowell said.

"Today we're welcoming people through our gates for far more than racing. From major expos and conferences to community festivals and fundraisers, we're creating spaces for every occasion."

With ten indoor event spaces, two permanent marquees and extensive outdoor areas, Newcastle Racecourse can host events ranging from intimate meetings of twenty guests to major gatherings of up to 10,000 people. More than 900 complimentary parking spaces, modern AV capabilities and flexible room configurations add to its appeal.

A key venue is The Glasshouse, Newcastle Racecourse's flagship exhibition space. It has hosted major events including Brickfest, Craft Alive and the CareerLinks Expo, providing a vibrant exhibition environment for exhibitors and attendees.

The Racecourse has also become a leading conference destination. A standout example was the Water Industry Operations Association of Australia (WIOA) Conference, which combined conference sessions with a comprehensive exhibition component.

"One of the biggest advantages of Newcastle Racecourse is our ability to accommodate multiple event formats within one venue," Mr Dowell said.

"Events like the WIOA Conference demonstrate how seamlessly we can deliver conferences, breakout sessions, networking opportunities and trade exhibitions all in one location."

Community-focused events have also become an important part of the non-race day calendar. The Viral Food Festival brought together food trucks, live entertainment and outdoor activations, while The Newcastle Easter Fair transformed the venue into a family-friendly destination complete with carnival rides and attractions. These events highlight the flexibility of the Racecourse's expansive outdoor spaces.

The venue is also a preferred location for charitable functions and fundraising events. Over the past twelve months, an extraordinary \$790,618 has been raised for charitable organisations through fundraising events, activations and Newcastle Racecourse's Community Sponsorship Program.

Beneficiaries have included the Mark Hughes Foundation, The Hunter Melanoma Foundation, the Hunter Breast Cancer Foundation, The Samaritans, Cystic Fibrosis Newcastle, The Westpac Rescue Helicopter, Jenny's Place, Ronald McDonald House, Lake Macquarie Suicide, Hunter Food Relief, Thornton Rural Fire Brigade, Lifeline, The Cancer Council and PanKind.

Business networking has also become an important part of the Racecourse's offering. Regular networking breakfasts such as BNI bring local professionals together, showcasing the venue's suitability for seminars, presentations and networking events.

Looking ahead, the Hunter Wedding Expo is scheduled for August 2026. While the event will showcase local wedding suppliers, Newcastle Racecourse is also a wedding and reception destination thanks to its picturesque lawns, permanent marquees and flexible event facilities.

"The diversity of events we've hosted in recent years demonstrates that Newcastle Racecourse is much more than a racecourse," Mr Dowell said.

"Our team takes pride in helping organisations bring their events to life, and we're excited to continue welcoming new events, new audiences and new opportunities to the venue."

From expos and conferences to festivals, fundraisers and networking events, Newcastle Racecourse has firmly established itself as one of the Hunter's most diverse event destinations, with a future that extends well beyond the finish line.

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CREATING SPACES FOR EVERY OCCASION

FIVE WAYS TO HOST A MORE SUSTAINABLE EVENT

Sustainability is no longer a nice-to-have. Increasingly, it's becoming a consideration in how organisations choose venues, engage suppliers and measure the success of meetings and events.

The good news? Hosting a more sustainable event doesn't require a complete rethink. It starts with a few smarter decisions, and choosing a venue that's already doing much of the heavy lifting.

At Crystalbrook Kingsley, Responsible Luxury is more than a philosophy. It's embedded throughout the hotel, making it easier for event organisers to create conferences and corporate gatherings that deliver meaningful experiences while reducing their environmental impact.

1. Choose a venue that's already doing the work

The most sustainable event isn't created through a single initiative. It's the result of hundreds of thoughtful decisions made behind the scenes.

At Crystalbrook Kingsley, sustainability is integrated into daily operations through initiatives including EarthCheck Silver certification, digital guest communications, refillable water bottles, the reduction of single-use plastics and furniture crafted from recycled soft plastics. Choosing a venue that has already invested in sustainable practices means your event starts on the right foot before the first delegate arrives.

2. Put local produce on the agenda

A conference menu can tell the story of a destination. Working with local farmers, fishermen, winemakers and producers not only supports regional businesses but also reduces food miles and showcases the best of the Hunter. Seasonal menus are inherently more sustainable, while thoughtful forecasting and menu planning help minimise food waste without compromising the dining experience.

3. Cut waste, not quality

Some of the simplest sustainability wins come from eliminating unnecessary waste.

Digital event programs, QR codes and online registrations dramatically reduce paper consumption, while technology-enabled meeting spaces make printed handouts largely redundant. Even event gifting can be reimagined, with reusable products, locally crafted gifts or charitable donations replacing



items that often end up forgotten or discarded. Small changes, implemented consistently, can have a significant collective impact.

4. Leave delegates with a stronger connection to place

Sustainable events shouldn't be confined to the meeting room. Encouraging delegates to experience Newcastle on foot, discover local galleries, explore the harbour or connect with Indigenous cultural experiences helps support the local economy while creating richer, more memorable itineraries. A centrally located venue also reduces reliance on transport, making it easier for delegates to experience more while travelling less.

5. Measure impact, not just attendance

Successful events are increasingly measured by more than delegate numbers.

Tracking outcomes such as food waste, local supplier engagement, paper savings and sustainability initiatives provides valuable insights for future events and helps organisations demonstrate meaningful progress towards their ESG goals.

It's a simple step that transforms sustainability from a good intention into measurable action.

Meet more mindfully

At Crystalbrook Kingsley, we believe great events should leave a lasting impression, not a lasting footprint. From locally inspired dining and thoughtful waste management to responsible design and meaningful community partnerships, sustainability is woven into every event we host, allowing organisers to focus on creating memorable experiences while we take care of the details.

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Crystalbrook Kingsley
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ENGAGING YOUR AUDIENCE

We have all been to business functions that failed to engage the audience. They were too long or just plain boring and had attendees watching the clock or even making excuses to leave early.

When organising a business event you can fall into the trap of putting so much effort into the purpose of the event and the logistics that you forget about the most important people, the attendees – keeping them engaged and providing them with a positive experience.

Each event is different, but the following tips should be remembered when you plan an event:

Always keep attendees in mind – The event may well have some very serious messages to get across but to ensure the audience remains engaged you must organise the event from their point of view. This may sound blatantly obvious but is still often forgotten and must be one of the key aspects of organising.

Make attendees feel welcome – Upon arrival, it should be clear where attendees should go. If applicable, signs or welcoming people should direct attendees. Upon arrival at the room or location there should be people welcoming them. Light refreshments are often good at this stage.

Run on time – Businesspeople are busy people. The last thing you want is to make them feel like they are wasting time waiting for an event to commence or stressed because the event is running overtime and clashing with other activities on their schedule.

Networking time at the start is often useful for some attendees but you should be upfront with the attendees about any networking time and the commencement of the more official parts of the event.

Keep presentations short and sharp – The reality is that most attendees to a business event are not interested in the very fine details of your organisation or the same message repeated by multiple presenters.

Keep speeches short and to the point, focusing on the key points, but with an open invitation for attendees to obtain additional information. It is also often well worthwhile to have some printed information available, particularly if media representatives are present. For awards ceremonies consider if every recipient really needs an acceptance speech and ensure that any acceptance speeches are short.

Entertain attendees – The event may well have a very serious purpose but you need to entertain the attendees. This provides them with a more positive overall experience and can keep them in a more receptive frame of mind for your message. Sometimes event organisers fear that entertainment may trivialise any messages they are trying to get across but properly organised entertainment can enhance attendee receptiveness and provide them with a more positive opinion of your organisation. Entertainment may take many forms, from keynote speakers to music to comedians to magicians and much more.

Create a theme – For major events, organisers can consider creating a theme. This will make the whole experience more enjoyable and also allow attendees to join in.



Provide breaks – For longer events ensure that frequent breaks are scheduled for attendees to have a refreshment, visit toilets, talk with others, check on emails or contact the office. This also helps attendees to maintain their attention levels.

Provide attendees with a positive ending to the event – Make sure that attendees have a positive ending to the event. Ensure they are thanked and consider a small gift if applicable. Also ensure that key members of the organisation are available to meet with attendees who wish to make personal contact or have additional queries.

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MARKETING YOUR EVENT

One of the most important parts of organising an event is letting people know about it. If there are no attendees, there is no event.

There are many paths available to do this. Advertising for your event should involve a mixture of the tactics depending on your target audience and where they seek out event information.

Traditional marketing tactics

Direct mail marketing campaigns, press releases and hard copy advertising are a great way to announce the event and know that it is getting to the right target audience.

Social media

Social media can be an effective way to advertise your event. Platforms such as Facebook, LinkedIn and X are an easy way to reach people.

Use attendees

When people sign up for your event, provide them with opportunities to share the information about your event on social media or via email.

Invite major industry players

Contact prominent people in the industry, who also have a following on their social networks. Invite these people to your event and it's sure to get coverage on a lot of related socials.

Market the speakers

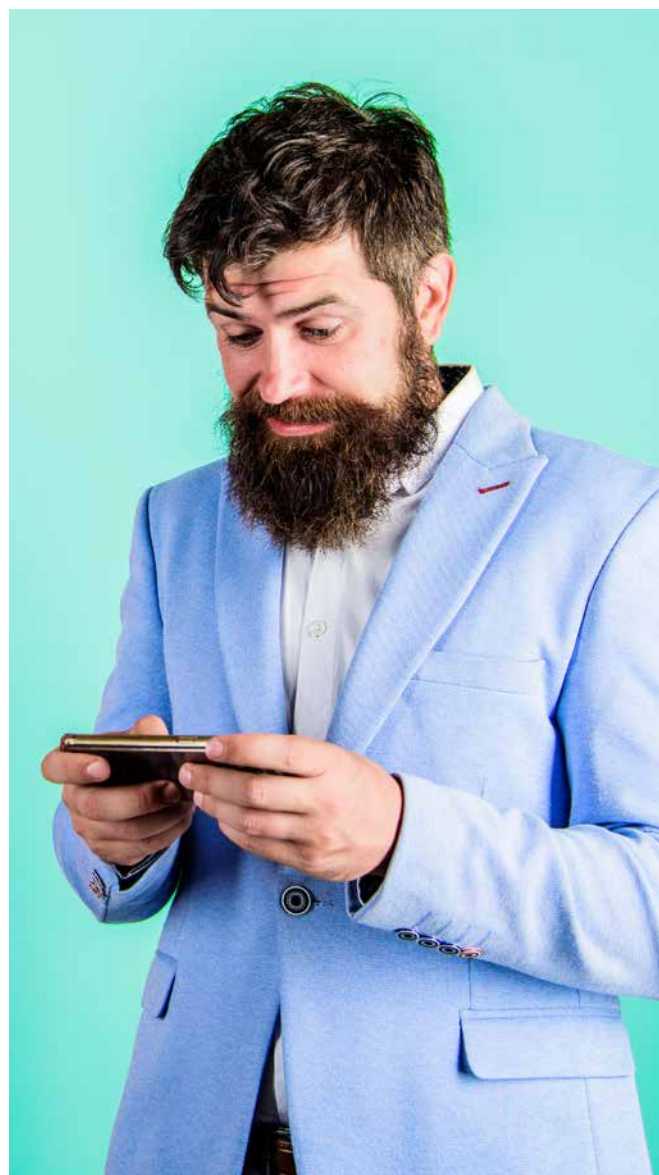
If your business has the budget to book a well-known speaker, it will create more hype. When marketing your speakers focus on their education, experience, and interesting facts about their lives. This will generate interest in hearing these facts and experiences live. Feature your speakers in your media releases, hard copy advertising and social media.

Testimonials

Testimonials are great if your business organises an annual event that is well attended, especially by regular attendees and repeat vendors. Get testimonials from attendees and vendors about your key outcomes for the event e.g. the event was informative, fun and I made some key contacts.

Corporate sponsorships

Gaining corporate sponsors for your event is a plus for both parties. When the sponsors advertise the event, not only is it good marketing for the event, it is also a good marketing strategy for their company.



Free tickets

Another great way to promote your event is to offer the participating sponsors, speakers, industry players and vendors free admission tickets. You can request that they mention the event to all their contacts or share it on social media.



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