

# INTERNATIONAL BIDDING SUPPORT

## WE'RE NOT JUST A VENUE, WE'RE AN ACTIVE PARTNER

**Brisbane Convention & Exhibition Centre (BCEC) plays a key role in attracting international conferences to Brisbane.**

We lead and manage international convention bids for the city. Working closely with the Brisbane Economic Development Agency, we offer a range of free services to local and national organisations wishing to bid for and host international and regional Asia-Pacific conferences in Brisbane.



### BID STRATEGIES

- ▶ Tailoring bid strategies to ensure Australia has an advantage over competing countries
- ▶ Assisting with international decision makers
- ▶ Accessing the services of BCEC's International office.



### RESEARCH AND SUPPORT

- ▶ Securing support from key political, tourism and industry leaders
- ▶ Providing case studies showcasing the success of previous conferences held in Brisbane.



### MARKETING ACTIVITIES TO BOOST DELEGATE ATTENDANCE

- ▶ Taking a team approach to marketing on behalf of the city assisting the host organisation ensuring maximum delegate numbers.



### SITE INSPECTIONS

- ▶ Organising and hosting site visits for key national and international decision makers.



### BID PRESENTATION

- ▶ Assisting with preparation and presentation of bid documentation, materials and other activities including lobbying and conference promotion
- ▶ Assisting with developing and actioning bid lobbying strategies and activities (cocktail receptions, gifts, etc.).



### FINANCIAL SUPPORT

- ▶ All bidding support provided by BCEC is at no cost to the partner organisation
- ▶ Bids for conferences of 400 delegates or more are eligible for cash support to assist with speaker or marketing costs and/or travel scholarships for overseas delegates.



**BRISBANE CONVENTION  
& EXHIBITION CENTRE**

**OUR CITY, YOUR CANVAS.**

**GET IN TOUCH**

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