

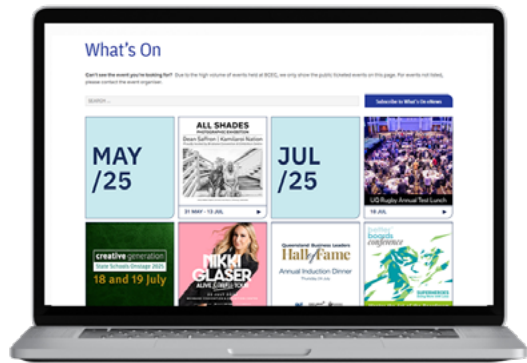
Marketing support for ticketed events

BCEC provides digital marketing support to promote your event across our channels to our engaged and loyal followers. This is available for ticketed events, concerts and exhibitions. Please provide your promotional assets early to ensure maximum reach and engagement.

BCEC website listing

FEATURE ON OUR WHAT'S ON PAGE
27,000+ visitors per month

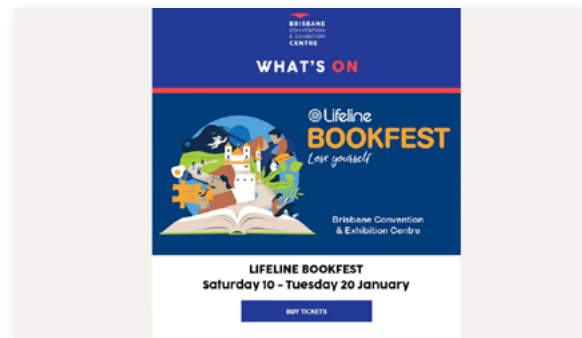
List your event on our website with a link to your event page. Feature on our Homepage when your event date is approaching.



Email marketing (EDM)

FEATURE ON OUR WHAT'S ON E-NEWSLETTER
50,000+ Subscribers

Our monthly newsletter, typically delivered in the last week of each month, showcases the next two months of events at BCEC.



Venue signage

FEATURE ON OUR INTERNAL & EXTERNAL SIGNAGE
Internal: 60,000+ visitors per month
External: 40,000+ commuters per month

Showcase on more than 20 displays in-venue and 2 external displays on Merviale Street.



Social media

Facebook/Meta 30,000+ followers
Instagram 5,300+ followers

BCEC can share a 'Just Announced' and 'On Sale Now' post for your event on our Facebook and Instagram accounts. Please send us a co-host request for your Facebook event. Posts are subject to scheduling availability and suitability.

Australian Tourism Data Warehouse (ATDW)

FEATURE ON VISIT BRISBANE, QUEENSLAND.COM, TOURISM & EVENTS QUEENSLAND AND MORE

BCEC can create a listing for your event on ATDW (if one does not already exist) to be distributed and published on local tourism and events websites and marketing channels. Listings are considered based on content suitability and are featured at the discretion of the distributors.

Our city, your canvas.

When creating and sending your assets...



- Provide images with minimal text (do not include the venue or event date)
- Provide any social media tags or hashtags required
- Preferred file types are JPEG, PNG and MP4 for video (no links to videos)
- Send all promotional assets to your Event Planning Manager

DIMENSIONS (W X H)	MARKETING USE	SUGGESTED FILE NAME
1080 × 1080 px JPG	Venue Signage (Square) BCEC Website Listing (max 200kb)	EVENTNAME_1080×1080.jpg
1920 × 710 px JPG	Venue Signage (Landscape)	EVENTNAME_1920×710.jpg
1080 × 1080 px JPG *No text overlay	Email Marketing (EDM)	EVENTNAME_1080×1080.jpg
408 × 191 px (Ticketek events) JPG *No text overlay	Ticketek Ezyticket (No overlay)	EVENTNAME_EZY.jpg
1600 × 1200 px (Optional) JPG *No text overlay	ATDW Listing (No overlay)	EVENTNAME_ATDW.jpg
1080 × 1440 px JPG	Social Image (Facebook/Instagram)	EVENTNAME_1080×1440.jpg
1080 × 1350 px (Optional) MP4 *Links to videos are not accepted	Social Video (Facebook/Instagram)	EVENTNAME_VIDEO.mp4
1080 × 1920 px (Optional) MP4 *Links to videos are not accepted	Social Story (Facebook/Instagram)	EVENTNAME_VIDEO_STORY.mp4

Tagging us in your socials?

Make sure to follow our official accounts! Hashtags such as #BCEC #BrisbaneConventionCentre #BrisbaneEvents #ThisIsBrisbane and #WhatsOnBrisbane will definitely get our attention.



TheBCEC



bcec_brisbane



Brisbane Convention
& Exhibition Centre

If you are hosting a Facebook event, make sure to add **TheBCEC** as a **Co-host** to feature on our page's Upcoming Events list.

Please send event assets, descriptions and tags to your Event Planning Manager.