# Marketing support for ticketed events
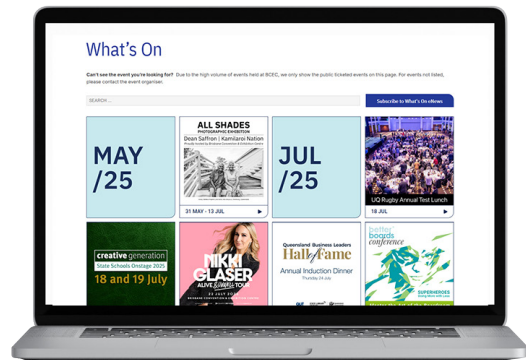
**BRISBANE** CONVENTION
& EXHIBITION **CENTRE**

**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.
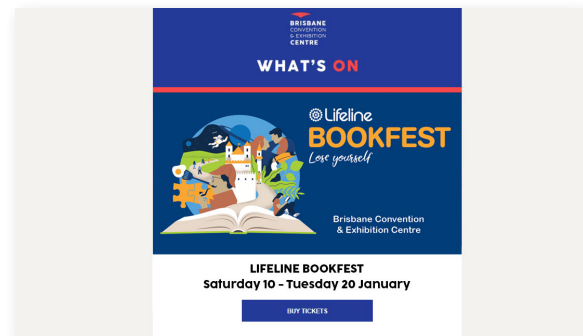
## Email marketing (EDM)

**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.
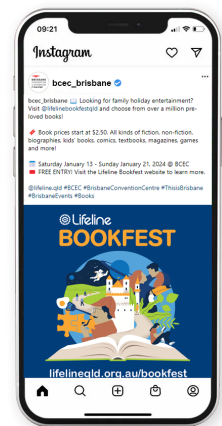
## Venue signage

**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**<br>JPG | Venue Signage (Square)<br>BCEC Website Listing (max 200kb) | EVENTNAME_1080×1080.jpg |
| **1920 × 710 px**<br>JPG | Venue Signage (Landscape) | EVENTNAME_1920×710.jpg |
| **600 × 300 px**<br>JPG | Email Marketing (EDM) | EVENTNAME_600×300.jpg |
| **408 × 191 px (Ticketek events)**<br>JPG *No text overlay | Ticketek Ezyticket (No overlay) | EVENTNAME_EZY.jpg |
| **1600 × 1200 px (Optional)**<br>JPG *No text overlay | ATDW Listing (No overlay) | EVENTNAME_ATDW.jpg |
| **1080 × 1350 px**<br>JPG | Social Image (Facebook/Instagram) | EVENTNAME_1080×1350.jpg |
| **1080 × 1350 px (Optional)**<br>MP4 *Links to videos are not accepted | Social Video (Facebook/Instagram) | EVENTNAME_VIDEO.mp4 |
| **1080 × 1920 px (Optional)**<br>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.**