

CINZ AUSTRALIAN OFFICE ACTIVITIES



CINZ
CONVENTIONS & INCENTIVES
NEW ZEALAND

www.conventionsnz.co.nz

| ACTIVITY | DESCRIPTION | OPPORTUNITY FOR PLATINUM AND GOLD MEMBERS |
|---------------------------------|---|---|
| AIME – Melbourne Annual event | The Asia-Pacific Incentives & Meeting Expo (AIME) is the largest international Business Event exhibition in Australasia with: <ul style="list-style-type: none"> • NZ Themed Stand • Over 400 Exhibitors from 22 countries • 300 Hosted Buyers / 2000+ trade visitors / Media attend | Exhibit on the 100% Pure NZ Stand: <ul style="list-style-type: none"> • Client hosting • PR & media opportunities • Post-Event Report |
| Associations Forum Annual event | The Associations Forum National Conference (AFNC) & trade exhibition: <ul style="list-style-type: none"> • NZ Hosted Lounge • 250+ Key Decision-Makers | Exhibit on the 100% Pure NZ Lounge: <ul style="list-style-type: none"> • Client hosting • PR & media opportunities • Post-Event Report |
| PCO Conference Annual event | The PCO Association Annual Conference and trade exhibition: <ul style="list-style-type: none"> • NZ Hosted Lounge • 150+ PCOs | Exhibit on the 100% Pure NZ Lounge: <ul style="list-style-type: none"> • Client hosting • PR & media opportunities • Post-Event Report |
| Tradeshows / Industry Events | The CINZ Team will represent Platinum and Gold Members at a number of additional relevant tradeshows and events i.e: Get Global, MEA Conference, MEA Leaders Forum, Corporate EA Summit. | |
| Insights | CINZ Australia will share specific insights including: <ul style="list-style-type: none"> • Industry Intelligence - provide information on new clients & opportunities • Latest research and insights from Australia • Industry Reports • Changing Industry trends • Pertinent issues affecting business events across conferences, corporate meetings and incentives in AU market | The experienced and dedicated CINZ Team will use their expertise to assist you to target the Australian market |
| Australian Market Plan Review | CINZ Australia are available to review your Australian Sales & Marketing Plan including: <ul style="list-style-type: none"> • Provide relevant market information specific to your business • Review the Media and Public Relations Plan • Review of the top 20 clients • Assist with a SWOT analysis | Use CINZ expertise to increase your visibility and target key decision-makers |
| Business Opportunities | Source potential business opportunities through: <ul style="list-style-type: none"> • CINZ Website • Trade shows • Conference Attendance • Sales Calls • Networking Functions | Opportunities distributed to Platinum and Gold Members that fit the Client's criteria brief or query |
| CINZ Australian Database | Access the CINZ database of key Australian Clients for: <ul style="list-style-type: none"> • New business opportunities • EDMs | Opportunity to communicate directly in EDMs to over 1,500 Australian-based Clients |
| Australian Sales Calls | CINZ will assist you with your sales missions into Australia: <ul style="list-style-type: none"> • Opportunity for joint sales calls in Sydney, Melbourne, Brisbane, Perth and Adelaide • Assist in Planning Sales calls with Clients including Client hosting | Opportunity for Platinum and Gold Members to conduct joint sales calls with CINZ |
| CINZ Korero Client Newsletter | Distributed quarterly to the Australian Client database Features include: <ul style="list-style-type: none"> • Hero Region • Regional Reviews • Cultural Column • Member News | Opportunity to provide newsworthy information for inclusion. Platinum Members receive priority with content inclusion plus one FREE Banner Ad per annum |
| CINZ MEETINGS FAMILS | Famils – Opportunity for pre or post famils in which qualified Hosted Buyers are invited to participate. CINZ work in partnership with Air NZ & Host Destinations | CINZ Platinum and Gold Bureaux Members |

- For more information on CINZ Australia please visit: www.conventionsnz.co.nz/cinz-australia
- Connect with the CINZ Team at: www.conventionsnz.co.nz/cinz-team