



BEIA Australian Office

BEIA Platinum and Gold Members receive outstanding leverage in the Australian market. We are your feet on the ground to help promote your brand directly with Australian event decision-makers.

You are represented by Sharon Auld – GM, Australia, a 25-year industry professional of BEIA who knows how to positively promote New Zealand in Australia better than anyone in the industry.

Sharon’s overarching goal is to provide business opportunities and connections to BEIA Platinum and Gold Members. Through a variety of initiatives, Sharon partners with you to provide direct representation to showcase the best of New Zealand in the Australian market. Details of all the activities are on the [BEIA website / Australia](#).

To get your feet on the ground through Platinum or Gold Membership contact sharon.auld@beianz.com.au

Activity	Benefits	Platinum/Gold Members Only
Australian Business Opportunities	BEIA Members are afforded the exclusive opportunity to secure a share of the lucrative AU business events market. We provide your business with direct marketing and access to key decision-makers of conferences, corporate meetings, and incentive reward programmes via opportunities.	✓
Australian Insights Monthly Report	BEIA Australia will share specific insights including - 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	✓
BEIA Korero Client Newsletter	Distributed bi-monthly to the Australian Client database consisting of Agency, Corporate, Association decision-makers Platinum and Gold Members can be profiled. Platinum members receive priority and one FREE banner ad per annum. Banner advertisements may also be purchased.	✓
BEIA Australia Sales Calls	BEIA will offer guidance with your sales call planning, making sure you utilise your time in the Australian market effectively	✓
BEIA Members’ Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	✓
AIME	Participate on the 100% Pure NZ Stand / Lounge - Client Hosting - PR and media opportunities - Post Event report	✓
Associations Forum PCOA Conference	Platinum and Gold BEIA Members have access to register to participate on the 100% Pure New Zealand Hubs. Prospectus sent to Platinum and Gold Members only	✓
BEIA MEETINGS Familiarisation programme	Opportunity to host pre or post famils with qualified Hosted Buyers. BEIA work in partnership with Air NZ and Host Destinations. Itineraries to include BEIA Members only	✓

For more information on BEIA Australia please visit: www.beia.co.nz/beia-australia

Connect with the BEIA Team at: www.beia.co.nz/contact-beia