

# Connecting New Zealand to the World

Bringing International Conferences to Aotearoa



**100% PURE NEW ZEALAND**  
[businesssevents.newzealand.com](https://businesssevents.newzealand.com)

# Why host an international conference?

Hosting an international conference is an opportunity to bring the world's thought leaders to New Zealand while showcasing our strengths on a global stage.

## Benefits to you

- Build your profile as a global leader in your respective field
- Share knowledge and research with leading international colleagues
- Network and forge new international links for business and research
- Enhance your professional reputation for career advancement
- Showcase the strengths and research of your academic department or group
- Secure new avenues of funding for research and development
- Benefit from the preparation of new content, abstracts, posters and papers submitted for the conference

## Benefits to your community

- Expose your community to critical thinking from around the world
- Develop new international business networks and trade opportunities
- Showcase areas of capability to attract funding or future employees
- Provide a platform to advance and empower future leaders
- Influence policy and legislative change through informed discussion and collaboration
- Drive social, environmental and cultural change that benefits the local community
- Act as a catalyst for professional development and education for your institution or association



# How we can help

The Conference Assistance Programme is managed by Tourism New Zealand. It helps internationally-affiliated organisations, including universities, with bids to host international conferences of more than 200 international delegates in New Zealand.

## STEP 1



Contact Tourism New Zealand or your Regional Convention Bureau for an initial meeting to understand your conference and bid requirements. Coordination of site visits to prospect venues and hotels can be arranged.

## STEP 2



Tourism New Zealand provides funding for a Professional Conference Organiser to prepare a financial feasibility study into the costs and benefits of hosting your proposed conference.

## STEP 3



Tourism New Zealand and your Regional Convention Bureau work with you to manage the production of a world-class bid document and presentation.

## STEP 4



Tourism New Zealand funds flights and accommodation for you to present your bid to the International Committee.

## STEP 5



Tourism New Zealand and your Regional Convention Bureau help to create a bespoke marketing programme designed to attract delegates once the bid is won.



Conference



## Partnering with industry

Tourism New Zealand works closely with industry partners including Regional Convention Bureaus, Professional Conference Organisers, venues and other service providers. The combined resources of this team will ensure your bid has the breadth of expertise that will maximise your chance of success.

## How to access this support

If you would like to hear more about the funding and support Tourism New Zealand can provide for hosting your next conference in Aotearoa, please contact our dedicated Business Events team.

[businesssevents.newzealand.com](https://businesssevents.newzealand.com)

[businesssevents@tnz.govt.nz](mailto:businesssevents@tnz.govt.nz)

# Why New Zealand excels at hosting

## Home to renowned experts

New Zealand's strong knowledge economy and small size allows unprecedented access to its world-leading academics, thought leaders and innovative entrepreneurs in key sectors including:

- Agribusiness
- Information and communication technology
- Health sciences
- Earth sciences
- High value food and wine
- High value manufacturing and design
- Tourism

## 100% Pure New Zealand Welcome

New Zealand's famous, friendly hospitality - manaakitanga - ensures that international conference delegates receive a warm and heartfelt welcome.

## Safe destination

New Zealand is safe, politically stable, and culturally diverse. Levels of crime and disease are relatively low. It ranked second in the 2019 Global Peace Index.

## Unique culture

Our Māori culture sparks international interest in how it shapes our values and knowledge, while providing unique and thought-provoking experiences for visitors.

## Everything close

New Zealand's compact geography and excellent infrastructure make it easy to maximise experience. Sail the Hauraki Gulf in the morning and watch an erupting geyser in Rotorua in the afternoon.

## Inspirational experiences

New Zealand's stunning landscapes set the backdrop for an array of memorable activities, ensuring the country is on many peoples' travel 'bucket lists'.

## Accessible

Served by an increasing number of international flights, New Zealand is only a 9-12 hour overnight flight from countries on the Pacific Rim.

## Innovative infrastructure

New Zealand has successfully hosted large international conferences around the country.

Three new, purpose-built, city-centre convention centres are currently under construction and further increasing capacity:

- New Zealand International Convention Centre, Auckland
- Te Pae Christchurch Convention Centre (2020)
- Wellington Convention and Exhibition Centre (2023)



# Case Study: A win-win opportunity

## IUHPE 23rd World Conference on Health Promotion

### Rotorua, New Zealand

7-11 April 2019

1,185 Delegates

The International Union for Health Promotion and Education Conference is the biggest health promotion event in the world. It brings leaders from a range of sectors – from health to climate change and socio-economic development – together to share knowledge that can contribute to making the world a healthier place to live.

Sione Tu'itahi, Executive Director of The Health Promotion Forum of New Zealand (HPF), said the organisation had harboured ambitions to host the conference for some time and approached Tourism New Zealand to discuss support.

The 2019 event, 'Waiora: Promoting Planetary Health and Sustainable Development for All', attracted 1,185 attendees from 73 countries to Rotorua and has been hailed as a hugely positive experience.

Taking place in New Zealand's Māori cultural heartland, it also provided an opportunity to showcase the potential to make the planet a better place by embracing indigenous world views.

"We saw it as a win-win opportunity.

By bringing the world to New Zealand, HPF's members and colleagues had the chance to gain knowledge and network with their peers around the world. Hosting the conference also demonstrated our leadership in health promotion, and raised the profile worldwide of our organisation and New Zealand's health promotion and public health sectors.

"Tourism New Zealand was a wonderful and generous partner and we believe their support was pivotal to the success of our bid. They helped us fund a feasibility study so we were confident that we could manage the conference fiscally as well as in terms of the scientific programme. They also financially supported us to prepare the bid, to travel and present, and continued to provide advice and support."



Energy Events Centre, Rotorua



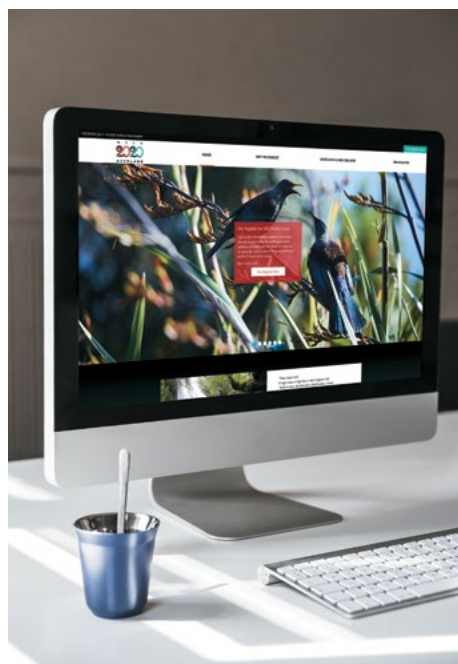
Te Puia, Rotorua



## Promoting your conference

Tourism New Zealand is here to support you at every step of your conference journey. Once your bid is won, we will help you create a bespoke marketing programme to boost international delegate attendance to your conference. Examples of support we can offer includes:

- A range of content for your conference website, ensuring this is an effective tool for potential delegates
- Access to our image and footage libraries for use on your website and in promotional tools
- Design and production of tailored conference brochures, save-the-date post cards, email footers, web banners, advertisements and EDM's
- Local knowledge on pre and post touring ideas throughout New Zealand
- Design and production of pull-up banners, posters and in-conference activations
- Production of a conference launch video, to excite delegates about attending the next conference in New Zealand



Auckland Viaduct

## What other conference hosts say

“The PECERA Governing Board were very impressed with the bid. Yes, they were interested in the programme and the capability of the university to host the event, but the quality of the documentation also gave them the security that it would be professionally run and that we had good support behind us to deliver the programme to a high standard.”

– Dr Sue Cherrington, Pacific Early Childhood Education Research Association Conference, Wellington 2020

“It’s an incredible opportunity for staff and students from indigenous studies and other related disciplines from all over Aotearoa/New Zealand to interact with some of the best indigenous minds, to refresh, refocus and rethink our curricula, research and scholarship in terms of indigenous studies as an international discipline.”

– Brendan Hokowhitu, The Annual Native American and Indigenous Studies Association, Hamilton 2019

