

THE ART OF MAXIMISING ATTENDANCE

How to successfully promote your
conference in New Zealand



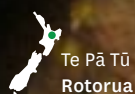
**100% PURE
NEW ZEALAND**
businesssevents.newzealand.com

Congratulations! **You're hosting a conference** **in one of the world's most** **inspiring business events** **destinations - New Zealand.**

Now, the next step: promoting your event as a must-attend to attract as many delegates (and the knowledge and networking opportunities they represent), as possible.

Promoting your event will make a difference to your attendance, and your conference's success. This eBook will help you with some basic tips and tricks you can use to attract, engage, and convert your target audience into conference attendees.





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Te Pae Convention Centre
Christchurch

How to effectively promote your conference

WHERE DO I BEGIN?

You are already at an advantage when it comes to promoting your conference, because you have a good understanding of your target audience and what will motivate them. They are people like you! They are your colleagues and peers, academics and industry leaders in a subject close to your heart.

Know your target audience

Research shows that prospective conference attendees have a high propensity to want to continue their education, a need to network with 'others like me' and a desire to explore local destination experiences.

Your promotional activity, therefore, needs to strike a balance, playing to both hearts and minds: demonstrating the event's educational value and the opportunities for learning, networking, and professional development; and illustrating a strong destination appeal that will encourage people to attend.

92% indicate that education is important when attending conferences, whether through the formal programme or exhibition floor

71% report that the destination factors into their decision to attend a conference

– Decision to Attend Study

Time and effort

Marketing your event doesn't require a huge budget. Time and effort are the main costs, and even these elements can be shared amongst your local organising committee, ambassadors, and personal channels.

Producing vast amounts of marketing material, paper collateral and merchandise isn't necessary either. With digital options available, it's possible to have a more sustainable approach to promotion, resulting in less waste and less cost.

YOU DON'T HAVE TO DO IT ALONE:

- **Crowdsource.** Don't do it all yourself. Ask for volunteers to send an email or social media post once a month.
- **Building a community.** This will ensure your attendees become your conference ambassadors.
- **Tourism New Zealand** offers a range of free, downloadable assets, including images, social media tiles, and eDM content on its **Delegate Marketing Hub**. Learn more about Promoting your Conference [here](#) >
- **Regional Convention Bureaus** have a range of free city-specific resources including images, videos and content, and some bureaus can offer customised support for larger conferences. [View them here](#) >

THE WHAT AND WHY

Throughout your conference communications you need to illustrate your value proposition. Why should people attend your conference?

Keep content high quality and informative. The conference programme, papers being presented, keynote speakers, and technical tours all influence the decision to attend.

Similarly, pitch the destination details in a way that entices YOUR audience. Are they wildlife enthusiasts? Culture buffs? Adventurous thrill seekers? Foodies? New Zealand offers all these activities, so use travel ideas, images and examples that align with these preferences.

It is important to remember that this is an exercise in persuasion. You'll need to include a Call to Action (CTA) in your communications – a phrase that tells your audience exactly what action to take and how to take it.

A clear CTA can prompt your audience to 'Act Now'. Do you want them to:

- **Sign Up** to your newsletter to stay informed
- **Learn More** about your conference on your website
- **Follow** your social media account for conference updates
- **Register Now** for your conference in New Zealand

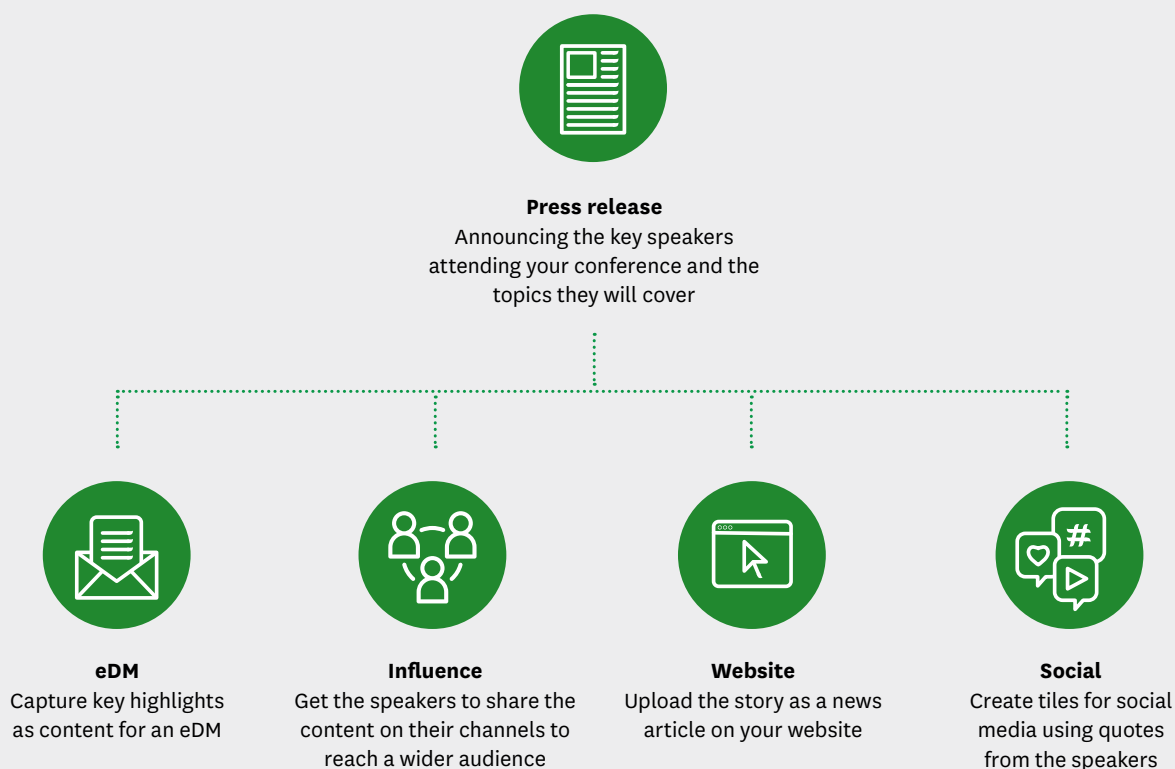
BUILDING THE BUZZ

You can build excitement and anticipation around your conference in a range of ways.

- **Inform** – make your audience feel 'in the know': send a monthly email with links to relevant curated content; create podcasts featuring your event speakers
- **Connect** – make them feel part of the event: create a closed Facebook group open only to event attendees; offer special challenges like a selfie-challenge or a poll
- **Educate** – make them feel empowered and aware: hold Facebook Live sessions, webcasts, calls, plus make sure your event website has a robust FAQ section

MAKE THE MOST OF YOUR CONTENT

You don't have to start from scratch every time you communicate. Create one piece of 'hero' content and you can reuse it many times across many channels. Internet marketing pioneer, speaker and author Jay Baer advocates the '1 to 8 rule' – a mindset where all large pieces of content will be repurposed into at least 8 smaller pieces of content.



Key Promotional Opportunities

Given the long lead time for international conferences, promotion should be regular to help you build continued interest and communication amongst your attendees, and to convince them to register and attend.

The previous conference or when the bid win is announced, are key kick-off points for starting promotional activity.

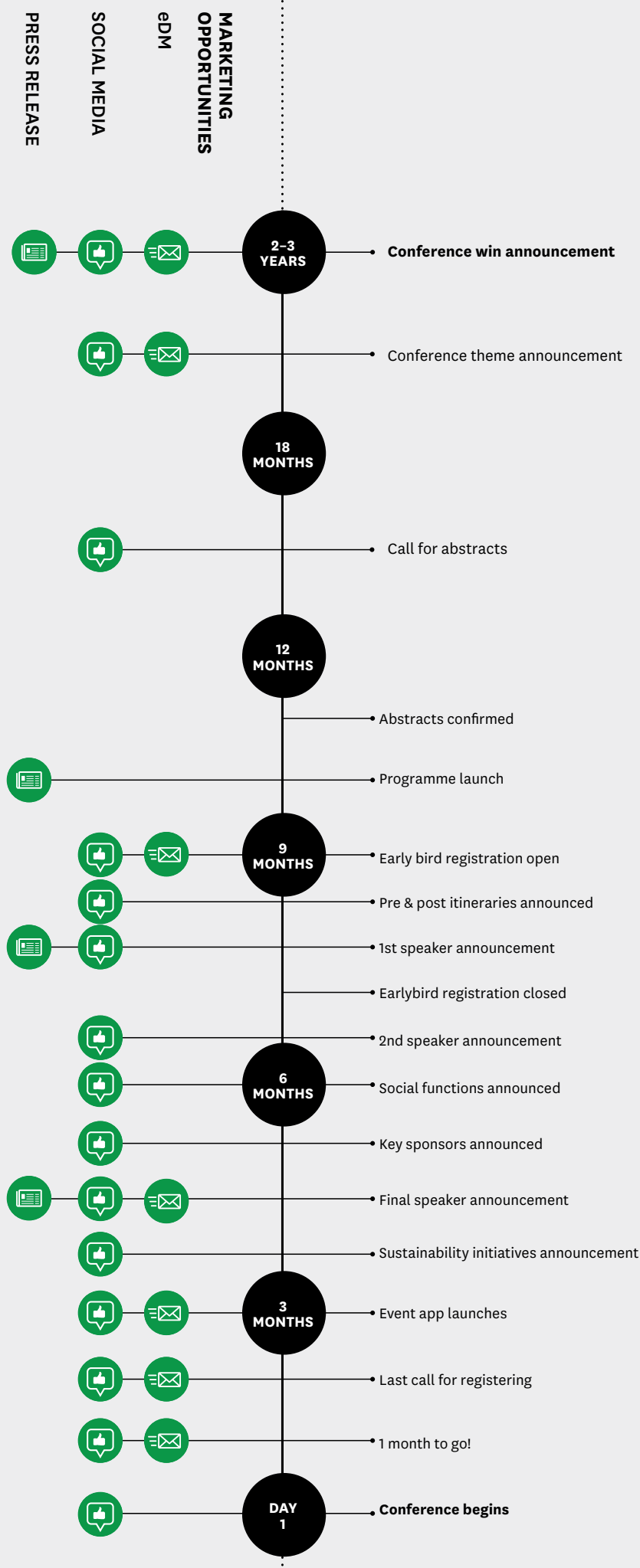
In order to effectively manage your marketing activities, it is a good idea to plan out the key milestones in the lead up to the conference and choose which ones will be the most useful promotional opportunities for your specific event. Some, such as conference registrations opening, could use a bigger splash for example, a press release, an eDM and social media- while others may just be social media updates.

FINDING YOUR KEY PROMOTIONAL PERIOD

Are there trends in registration for your specific conference that you can source from the central committee? When are the peak registrations periods? If so, factor this into your planning, and make sure you are active at the right time.

More than half of conference attendees report that they normally register three to six months prior to the event (56%), with an additional 26% two months prior. This is important for the timing of promotional activity. (Source: Decision to Attend Study).

Remember also that New Zealand, often a long-haul destination, may have even longer timelines than usual. Some organisations and professions tend to book closer to the conference date. Use your knowledge of your audience to inform your decisions.



This timeline is one example of the different milestones that could provide useful promotional content in the lead up to a conference.

The importance of conference websites

Your conference website is the most frequently consulted source by potential conference delegates. It is your first and most essential tool. The conference website must be visually appealing and offer a 'one-stop shop' for delegates to plan their trip. This includes conference venue, destination information, accommodation, social events, field trips, public transport and local attractions.

MUST-HAVE CONTENT ELEMENTS

Your website should provide both information and inspiration. Many websites currently focus heavily on programme content, with insufficient content on the destination and why delegates should attend. Delegates need a mix of both to convince them to register.

Event details - Ensure critical details – date, time, location, venue – are prominently displayed when users first land on your website.

Why attend - WHY should delegates attend your conference? What benefits will there be for the attendee? What will they experience or learn? Address their motives.

Top three drivers when deciding to attend:

1. Education
2. Destination
3. Networking

(Source: Decision to Attend Study)

Educational content - Strong educational content will influence attendance. Be sure to highlight the conference theme, key programme elements, well-known speakers, networking and development opportunities, the attendance of respected peers.

Destination content - Persuasive and informative destination content has the capacity to 'sway' occasional delegates who are undecided about whether to attend. Use what you know of your audience and incorporate the images and suggested activities most likely to impress.

INGREDIENTS FOR EVENT WEBSITE SUCCESS

There are a few basic tips to consider when designing your conference website:

Make a good first impression. When someone lands on your website, you only have 10 seconds to convince them to stay and learn more.

Logos and branding help potential attendees recognise they're in the right place.

Representative imagery will help to portray what your event is about and your expected conference experience. New Zealand has beautiful, high quality destination imagery – make the most of it!

Break up your content into clear areas using hierarchies to display the most important information – your content and pages will be scanned not read.

Make it easy for your user. Highlight key details prominently. Don't use tricky or fancy web design; keep it simple, keep it conventional.

Reduce the number of clicks the user has to make. Hick's Law tells us that each additional choice increases the time to make a decision. Make it obvious what is clickable through consistent use of colour, font weight and buttons.

Give clear instruction. Ensure your Call To Action is clear based on where they are on the website. Do you want them to register, sign up, learn more, save the date?

Make the registration process easy and short. Each additional step in the process will lead to less registrations being completed.

Don't forget mobile-friendly! Websites are accessed on a range of devices, ensure your conference website scales its display to be user-friendly on smaller screens.

40% of 'occasional' attendees indicate destination impact is significant and determines their attendance.

– Decision to Attend Study



HOME PAGE BEST PRACTICE

Navigation buttons

Use simple names for each section and stick to a maximum of five buttons.

Hero Image

Excite your audience with engaging images. Place your key event details and CTA high on the page.

Why attend

Make it clear WHY people should attend your conference, spell it out for them.

Key speakers

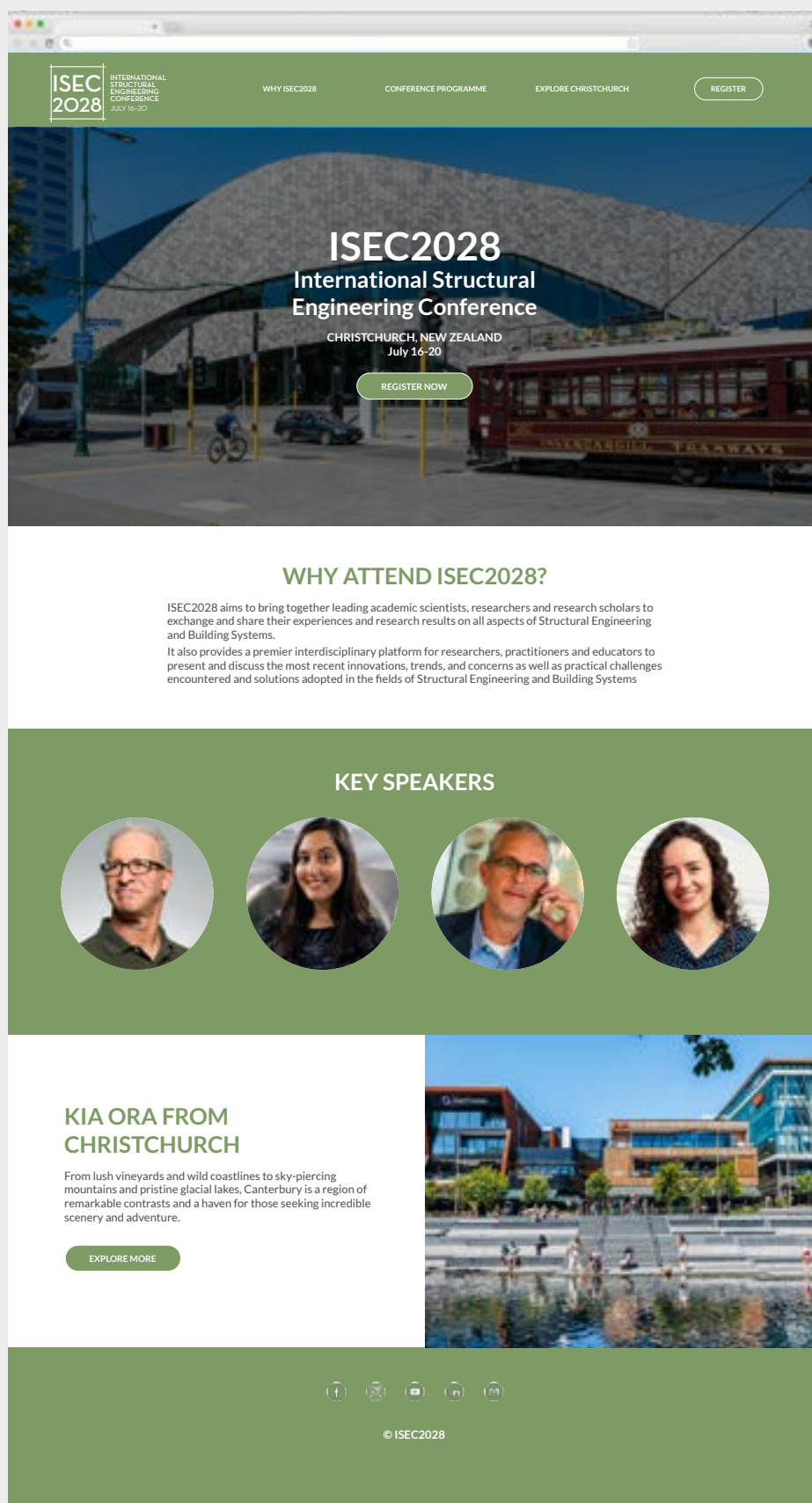
Build excitement by showcasing the brilliant minds that will be speaking.

Destination information

Don't forget to highlight the extraordinary region that your conference will take place in.

Footer

Use your footer to include important links such as your social media channels and host organisation's websites.



What's the story? Creating content

Writing an interesting story that can be shared with the media and public is an easy way of getting your conference in front of a whole new audience of potential attendees. Plus, create one great piece of content and it can be shared across all your content channels.

DO I HAVE A STORY?

Almost certainly, yes! Consider the following story angles:

Firsts and statistics – Is this the first time this event has been held in the country or region? Are you expecting a record turnout? This is an opportunity to alert delegates that something significant and relevant is happening in their field that they will want to be part of.

World-renowned speakers – Is your keynote speaker a household name who will appeal and attract new attendees? Will they be unveiling new research likely to generate interest? Highlight and promote your big-ticket speakers.

Catching the zeitgeist – Is your conference tapping into a newsworthy theme/social movement or moment in time? Does it take place during an International Awareness Day that aligns with your content? Will delegates be supporting a local conservation programme relevant to your subject matter? Frame your conference as a key part of the ongoing conversation.

Tease the content – Can you share an outline of exciting new research that will be released at the event, or a photo and information about new technology being introduced at the accompanying exhibition? Whet the appetites of likely attendees.

The New Zealand experience – Does your conference offer incredible opportunities to experience New Zealand people, places and activities? Will it host technical visits or field trips pertinent to the conference subject? Sell the once-in-a-lifetime experiences that will convert an indecisive attendee.

A great photo opportunity – Staging an eye-catching photo is an easy way to gain attention. Does your event incorporate wildlife, interesting people, fantastic food, or new machinery that could make a creative, appealing image?

- **Still stuck for ideas?** - Refer to our **conference milestones** for more content opportunities.

IDEAS TO COMMUNICATE

Great, you have a story! Now you need to incorporate the key details that will ensure it gets published. Not all of these need to be included in every story – just the ones that are relevant to your story angle.

Who

Paint a picture of who will be attending your conference beyond 'delegates'. Are they 1,500 medical professionals from 35 countries? Or perhaps they are 800 wine enthusiasts from the Northern hemisphere.

What

Communicate what is unique about this event. Describe the special theme or objective. Be specific where possible with names and statistics: list your star-studded line up of speakers or talk about the record-breaking number of submissions and presentations.

Where

Explain why this city or New Zealand is such a great fit for this event. Outline the advantages, from proximity to leading local knowledge hubs or research institutes, to the unprecedented opportunity for experiential learning on field trips.

Why

Explain the benefits of attending this specific event, from professional gains, to hearing from and meeting international specialists, to the unveiling of new research.

Define the long-term benefits you hope to achieve by holding this conference: agreements made; new research partnerships; the positive impact to New Zealand and the host community, economic and beyond.

Quotes

Tap into your networks and get your speakers, well-known industry leaders, or bid champions to provide a pithy quotation that reinforces your story.

Key facts

These could sit as a 'Notes for the editor' at the end of your press release. Don't forget the name of the event, venue, location, dates, conference website, plus contact details for a quote or additional information.





Tākina Wellington Convention and Exhibition Centre,
Wellington

WHERE TO SHARE

Think laterally about where you can send your news.

Your own channels: An easy way to get content into the public sphere is to ensure it is on your website and social media channels. Use your network, whether these are ambassadors, speakers, sponsors or the convention bureau, to share and amplify through their channels.

Your industry channels: Is there an association newsletter, website, publication, or social media channel? Are there

university and alumni publications of institutions which specialise in your field of expertise that you can approach?

Media: Are there industry trade publications aligned to your conference content, both local and international, who might be interested? Is there an interesting angle that you can pitch to general media: your local or national newspaper, tv, radio or web news channels?



The power of video

We all know that a picture paints a thousand words, but it is estimated that a single minute of video content is the equivalent of 1.8 million words! Video can tell a story more effectively than images and text, with its ability to provoke emotion and action.

As online video consumption continues to rise globally, video has become a popular tool in event promotion. A video can provide a 'real life' picture of what a conference in New Zealand will be like, and show the people behind the conference – you!

It can communicate why delegates would want to attend an event in New Zealand, by leveraging moving footage of our stunning landscapes and scenery, accommodating people, and amazing experiences.

HOW AND WHERE VIDEO CAN BE USED

A single video can be used multiple times across multiple platforms for maximum benefit.

Consider the following channels to share video:

- Your conference website and social media channels
- Partner organisations and sponsor websites
- At tradeshows – played on the stand or as part of a presentation
- Speakers or conference ambassadors sharing on their social media
- Or create shorter versions for social media advertising

SOURCING VIDEO CONTENT

A video does not need to be a huge investment. You can utilise existing footage or complete videos to promote your conference.

Places you can source video include:

- **Tourism New Zealand** offers a video specifically designed for attracting delegates to New Zealand, as well as a range of city, regional, and activity videos
- **New Zealand Story** hosts video content based on New Zealand's key knowledge areas and local success stories
- **Regional Convention Bureaus** have destination and city-specific promotional content, highlighting the best the region has to offer
- **Your organisation & partners.** What footage already exists within your organisation or partnering organisations that you could access?

CREATING THE BEST VIDEO CONTENT

If you want to create your own video content, consider the following to get the best result:

- **Utilise existing footage to reduce costs.** Refer to our free assets for where to source professional footage
- **Capture your audience's attention quickly.** Does the first 5 seconds compel someone to finish watching the video?
- **People have short attention spans.** Keep your messages concise and try to keep your video under 2 minutes long
- **Does it pass the silent movie test?** Often videos are watched with the sound off, so ensure it includes subtitles and is engaging without sound
- **Consult the experts.** If your budget allows, consider getting a video produced by professionals

You can create personalised video content at the [Delegate Marketing Hub](#) >



Making trade shows work for you

Attending the events prior to your conference are a valuable opportunity to promote your upcoming event face-to-face with a highly targeted audience. This could include making a presentation at the conference or setting up a simple trade stand in the exhibition area.

PROMOTE YOUR ATTENDANCE

Make potential delegates aware that you will be present at the event and that they can learn more about the conference in New Zealand. This could be via:

- Personal invitations to your stand
- An EDM to your database
- Updating your website with where you will be at the conference
- Posting your attendance on social media
- Updating your email signature
- Advertising the conference in the delegate booklet

Checklist of important items to have on stand

- ✓ A screen or TV with a promotional destination video on loop
- ✓ A professional presentation on a laptop
- ✓ Business cards
- ✓ A map of the country somewhere prominent
- ✓ Conference information that is easy to take away and keep – via a postcard or QR code to the conference website
- ✓ Take advantage of the **free assets** available through Tourism New Zealand

ATTRACT PEOPLE TO YOUR STAND

This is a prime opportunity to meet with prospective delegates and positively represent your conference. Stand out and give people a reason to want to stop by your stand. Wear branded conference attire if possible, and refrain from sitting, eating, or using your phone on the stand.

Entice people with a business card draw, quiz or merchandise, and remember to showcase manaakitanga – our world-famous warm Kiwi hospitality!

MAKE THE MOST OF ATTENDING

Look at options to get yourself in front of as many potential delegates as possible. Consider holding an event on your stand if you have the budget and space. A simple New Zealand wine and cheese event is always a winner! Look for speaking opportunities in the conference programme. Attend the networking events and participate in the team building exercises. Ask to be part of a discussion panel. Could you host a dinner during the conference, or speak at the gala dinner?

AFTER THE EVENT

Remember to follow up all initial conversations as soon as you can.

Look for further opportunities to use your attendance as 'content'. Post on social media or include it in a newsletter.

BEST PRACTICE TRADESHOW STAND DESIGN

3x2m Stand

Imagery

Keep your images vibrant and varied. Use singular images rather than a collage of multiple.

Map

If including a map, ensure this is large enough for people to read.



Mini stand

Electrical

Hang your screen or TV from the wall where possible or use a freestanding digital display screen.

Logos

Make sure that any logos or text used such as the conference name, location or dates are easily read from a distance and used within the top half of your graphics.



Table with Pull Up Banner

Furniture

Use minimal furniture on the stand and keep your area clutter free. Be mindful of the size and location of any furniture, cords or storage to avoid any trip hazards.

Tablecloths

A custom-made fabric cover is a simple and attractive branding solution. This is also a great way to hide any personal belongings or excess material on the stand.



Information straight to their inbox

Sending Electronic Direct Mail (eDM) is a great way to promote your conference. They are cost efficient and sustainable. They go straight to the inbox of your database of potential delegates so can be targeted to meet their interests or answer their concerns. They can be used multiple times at different conference milestones, and their content can be cut and repurposed for social media or other news content.

OPPORTUNITIES FOR eDMS

A well-timed, targeted eDM with a relevant, strong Call to Action will prove most effective. Can you create urgency and FOMO (Fear of Missing Out)?

Use our **conference milestones** to help identify your best opportunities. Key moments could include:

- Registrations open - Sign up now!
- Keynote speakers announced - Learn more!
- Last call for registering - Don't miss out!

eDM CONTENT IDEAS

You can use a lot of your existing content and collateral to populate your eDM. Think short and sweet, snippets and updates, combined with a strong Call to Action and the use of excellent, inspirational imagery.

The objective is to create appealing content that will sway potential delegates to become registered attendees.

Options include:

- Profiles of key speakers, sponsors, or special guests
- New Zealand industry content specific to your conference subject
- Pre or post conference travel ideas
- Top 10 things to do in the conference region
- Facts on visiting New Zealand including, language, time-zone, currency and seasons

WHERE TO SEND

Having an up-to-date database of contacts is crucial to the success of your eDMs. If you don't have your own database of contacts, consider the following ways of building one:

- Access an existing database through your central organising committee or previous conferences
- Include a sign up form on your conference website where interested attendees can stay up to date
- Collect business cards when attending previous conferences
- Create a simple social media competition asking people to sign up to go into the draw for a giveaway

eDM BASICS

- Be strategic with your timing when sending your eDM. Aim for when it will most likely be opened and choose the time zone for where the majority of your audience is located.
- Think about your tone of voice, it should be friendly and educational. If budget allows, have your content professionally written.
- Use strong imagery, that is appealing and relevant to your audience. Tourism New Zealand's Visual Library is a wonderful resource for free professional images.
- Remember your brand and use the same imagery, colours, and fonts that have been used across your conference's marketing collateral.
- Always test before sending! Check your design is mobile friendly and is responsive to different sized devices.

Free to use copy and eDM headers are available at the **Delegate Marketing Hub** >

WORDCOUNT GUIDELINES

- Each headline - up to 15 words max
- Each paragraph - up to 200 words max
- Around 3 to 4 headline and paragraphs / article teasers per eDM.
- Roughly 850 words per eDM for the main content, not including the footer text.



Te Pae Convention Centre, Christchurch

eDM LAYOUT BEST PRACTICE

Subject line

Does it grab your attention? Is it to the point? Not too long?

Sender name

Ensure the eDM is delivered from the conference or the organiser's name.

Imagery

Entice your audience with a compelling hero image.
Tourism New Zealand have ready to use branded headers.

Copy

Your content should not be text heavy, keep to the point and use bullet points for key details.

Call to Action

Make sure this is placed high up in your eDM, alongside key information such as conference dates and location.

Redirect

Only use short snippets of information and redirect users to your website to learn more.

Logos

Should be consistently sized and hyperlinked to the relevant website.

Footer

Ensure your footer links to your conference website and social media sites. Hyperlinks should always open in a new window.

Join Us – World Fine Foods Forum 2024!



Auckland Events <events@aucklandnz.co.nz>
Monday, 3rd August 2020



World Fine
Foods Forum
~ 2024 ~



Hi Anna,

Registrations are now open for the World Fine Foods Forum.

NZICC, Auckland
January 16-20, 2024

The event is to be held at the recently completed NZICC in Auckland, New Zealand. This will be an event not to miss out on. First in, first served! So work up an appetite for the amazing programme of keynote speakers, celebrity chefs, panel sessions and technical tours at this year's event. Themed 'Re-imagining Agriculture and Food for the Future' we will be running three streams:

- Agriculture 2050 - Sustainability, ecosystems and yield (+ farm/orchard visit programme)
- Future Foods: Best taste + functional foods
- Export opportunities (1 to 1 speed-networking symposium)

Limited Spaces Available. DON'T MISS OUT!

[Register here](#)

GET A TASTE OF NEW ZEALAND

Make the most of your time in Auckland and New Zealand and visit some of our incredible sights.



Scale Auckland's iconic Sky Tower for amazing panoramic harbour views.



Waiheke's wonderful wineries are only a 35-minute ferry ride away.



Enjoy a unique Māori cultural experience in Rotorua.



Explore the movie magic of the Hobbiton™ Movie Set.

OUR CONFERENCE PARTNERS



Building buzz with social media

Social media has fundamentally shifted the way we gather and digest information. Almost everybody uses it in some form, so it represents a good opportunity to reach potential attendees and drive interest, registration and attendance.

BENEFITS OF USING SOCIAL MEDIA

Social media is a means of casting the net wider and driving engaged traffic to your website.

There are billions of people registered across different social platforms which allow for:

‘Word of mouth’ marketing – Event organisers can mobilise registered attendees to reach out to their social networks to invite their friends and colleagues to register for conferences.

Networking opportunities – Social media is an excellent medium for conferences and events, allowing attendees to network through social before, during and after the event.



42% of respondents want to socialise via social media when attending a conference, versus 74% who want to connect face to face.

– Decision to Attend Study

CHOOSING YOUR CHANNELS

Social media and the number of platforms available can often be overwhelming. To pick a platform, it helps to understand the primary focus of each one. If you're new to social media, we recommend you focus on one channel.

 **Facebook** can lead to meaningful, extended relationships with attendees that are more personal because of the amount of data that is held on their profiles.

Recommended use: If your organisation already has an established Facebook community, use this to actively promote your conference being held in New Zealand and to create a buzz.

 **LinkedIn** is primarily a B2B marketing platform, providing social networking for professionals. LinkedIn is a great channel to spark discussion around the content that will be covered, as well as allowing potential attendees to network prior to attending your event.

Recommended use: Add your conference details to your organisation's LinkedIn company profile by creating an event. Join relevant LinkedIn groups to start discussion around your conference.

 **X (formerly Twitter)** Whilst this platform can be engaged for updates during a conference, it can also be utilised as a pre-event promotional channel.

Recommended use: Do you have influencers or ambassadors that can talk about your conference on your behalf? Create a conference hashtag and use your connections to start the conversation about your event.

 **YouTube** If you've produced video collateral, don't forget to share it! You can create a YouTube Channel for your event.

Recommended use: Make a teaser video for your upcoming event or share memories from a previous one to build buzz. Share the story of your event via key industry or influencer figures, or your speakers; or LiveStream keynotes/highlights.

 **Instagram** Make the most of any great visual content.

Recommended use: Share images and reels of former events or tease upcoming content or speakers.

 **TikTok** Are your delegates on TikTok? Then you should be too.

Recommended use: Create engaging challenges or a hashtag contest to encourage user participation; leverage influencer marketing to reach new audiences; or engage your audience in real time with live event coverage.

You can create personalised Social Media posts at the Delegate Marketing Hub >

BEST PRACTICE, TIPS, AND TRICKS

Update your profiles:

Ensure your descriptions, logos and branding are up to date and consistent across each social media platform that you are using.

Create a hashtag:

Create a simple hashtag and stick to it. Ensure this is promoted across your marketing channels to increase its visibility. Hashtags aren't strictly limited to Twitter and are an effective way to track your progress across all social channels.

Use competitions:

A simple competition, such as getting people to follow your page and share your conference hashtag, is an easy way to get potential attendees talking and posting about your conference.

Engage your ambassadors:

Utilising the networks of your ambassadors is an effective way to get your conference in front of new potential attendees. An ambassador could be a keynote speaker, sponsor, association leader or well-known industry leader.

Post consistently:

In order to keep your conference top of mind for your followers, post frequently and consistently. Struggling for content ideas? Refer to our common **conference milestones** for posting and content opportunities.

Keep it simple:

Keep the copy of your posts short and concise, and use engaging imagery or video to capture people's attention.

Remember your audience:

Shape your content to meet their needs (networking, education, destination) and interests.



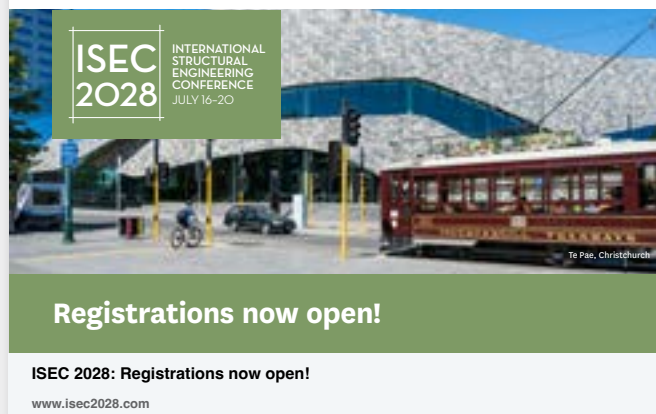
Get a taste of New Zealand! We are thrilled to announce that the World Fine Food Forum 2024 will be held in Auckland, New Zealand. Auckland's premium produce and multicultural flair results in some of the world's finest fare. Discover something delicious at our fine dining restaurants, vineyards, or night markets. Make sure you get a seat at the table. Join us in 2024. #FineFoods2024



DIVE IN! Registrations are now open for the Marine Biodiversity Forum. New Zealand's rich marine environment spans the subtropical to sub-Antarctic, with a strong emphasis on study and sustainability. Secure your place at this immersive event in Dunedin, New Zealand at Otago University, February 16-20, 2026. #MBS2026



ISEC2028 aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Structural Engineering and Building Systems.



Put it on a postcard

Combining print marketing with your digital promotion provides an opportunity to create some marketing magic! Experts suggest that reading something printed stimulates multiple senses. When people have something tangible to hold, they can feel the material in their hand, triggering an additional sense that helps with recall.

OPPORTUNITIES FOR USE

Consider using a postcard! Light in weight, easy to carry or ship and using minimal materials, postcards are a great way to promote key milestones in the lead up to a conference. Either use them individually, or consider creating a postcard series for your promotional period, such as: save the date, registration opening, launch of the conference programme, announcement of keynote speakers.

Go retro and try sending postcards in the post! This provides a real novelty moment for your audience.

An estimated 44% of people will visit the website after receiving direct mail in the post.

You can create personalised conference postcards at the **Delegate Marketing Hub** >

BEST PRACTICE

Key details

Outline the most important information: the conference name, dates, location and the website details

Imagery

One large image will have more impact than several smaller ones; remember postcards are small and visual



Copy

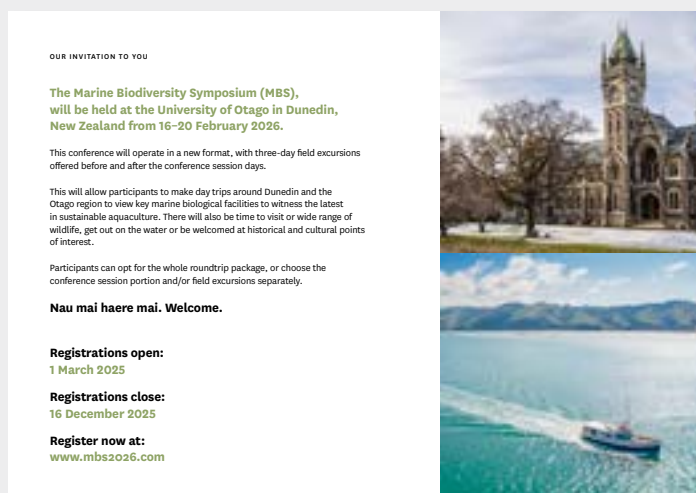
Keep information to a minimum so it grabs attention and is easy to read. Encourage your audience to head to your website for more information

Branding

Use consistent fonts, colours and logos across all of your conference communications

Call to Action

Make sure your CTA is very clear. What do you want your audience to do? Register for more information? Follow you on social media?





Is it sustainable?

Sustainability is an increasingly influential factor in the decision to attend an event. Keep sustainability top of mind when promoting your event, reducing waste and your carbon footprint where possible.

Promoting your event in a sustainable way doesn't need to be tricky or expensive. The importance and recognition of sustainability continues to grow, therefore taking a more sustainable approach with your promotion is easier than ever.

Digital communications are an easy way to reduce waste. Keep your messages online where possible and only use printed collateral where necessary. Remember that your website is your most frequently consulted resource, and it provides an opportunity for you to keep your information up to date easily.

Giveaways or merchandise can be useful in promoting your event. If they're necessary, think about more sustainable options. Consider New Zealand-made products that are good quality, small, light, and reusable, with minimal packaging.

Display your sustainability initiatives clearly on your conference website. Demonstrating how you will sustainably manage your event on the ground may be a key selling point, and could help offset an international delegate's concerns over the travel to get there.

The Tiaki Promise is an initiative that encourages visitors to New Zealand to care for people and place. Utilise this in your communications, and after delegates have registered, encourage them to share the Tiaki Promise, showing their commitment to a more sustainable conference.

For further tips on making your event more sustainable, read our [Sustainability Toolkit here](#) >

HOW TO CARE FOR NEW ZEALAND



PROTECT
NATURE



KEEP NZ
CLEAN



DRIVE
CAREFULLY



BE
PREPARED



SHOW
RESPECT

Delegate Marketing Hub

Free & customisable materials to promote New Zealand to your delegates

The 100% Pure New Zealand Delegate Marketing Hub provides you with free, professionally designed marketing materials to help you market your conference in Aotearoa New Zealand.

Inside the Hub you'll find a library of assets, including videos, social posts, postcards, web banners, as well as marketing content that can be incorporated into your conference website and presentations.

DIGITAL RESOURCES:



Visual library

A library of professional, free to use city, region, activity and business events imagery and footage.

www.visuals.newzealand.com



NewZealand.com

The NewZealand.com website has everything delegates need to plan their trip to New Zealand, including:

- Things to do and see
- Accommodation options
- Essential information
- Trips and itineraries

www.newzealand.com



Sustainability Toolkit

The Sustainability Toolkit contains useful content about how you can make your conference in New Zealand as sustainable as possible.

Sustainability Toolkit



Tiaki

Tiaki is an initiative to encourage visitors to care for New Zealand. Access free videos, posters and content to communicate this message to your conference delegates.

www.tiakinewzealand.com



New Zealand Story

The New Zealand Story toolkit offers a range of free infographics, images and videos to help communicate New Zealand's global reputation across key industries.

www.nzstory.govt.nz

CONTENT & COLLATERAL:



New Zealand Promotional Video

White label New Zealand and regional films with option to add your conference logo, available at the DM Hub.



Postcards

Personalised conference postcards available at the Delegate Marketing Hub.



eDM banners

A library of professionally designed header and footer templates for use on eDMs is available for download.



Social media tiles

A library of professionally designed visual social media tiles is available for use in your social media messaging.



Copy bank

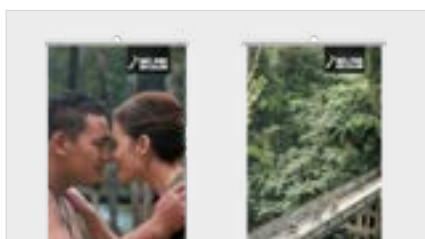
Professionally written copy on key regions, general information on travelling to New Zealand, and 'Why Attend?' messaging that can be downloaded and edited into conference promotion material.



Factsheets & Sample Itineraries

Useful information on what delegates need to know when traveling to New Zealand, as well as inspiring itineraries to help with planning their trip. Available as downloadable pdfs that can be loaded to your conference website.

TRADESHOW ASSETS:



Banners

Borrow from a library of existing Tourism New Zealand pull-up banners and desktop (A4) banners for use at trade shows and events.



Tablecloths

Borrow our 100% Pure New Zealand branded tablecloths for use at trade shows and events.



New Zealand maps

Maps are available in printed or digital formats, and in a variety of languages.

How Tourism New Zealand can support your conference

Tourism New Zealand can assist confirmed international conferences in New Zealand with marketing support.

If you would like to learn more, please get in touch with our dedicated Business Events team.

w: businesssevents.newzealand.com

e: businesssevents@tnz.govt.nz

**100% PURE
NEW ZEALAND**
businesssevents.newzealand.com