BRING INTERNATIONAL CONVENTIONS TO NEW ZEALAND
AORAKI, MOUNT COOK
WHY HOST AN INTERNATIONAL CONVENTION?

Have you ever attended an international convention and wanted to bring that convention to New Zealand? Have you thought of the value you could derive from doing so?

Here’s the benefits to you:

- A raised profile of your work amongst your peers, both locally and internationally.
- Recognition as a leader in your respective field.
- An enhanced reputation of your research or specialty area and department both nationally and internationally.
- Opportunities to engage with international colleagues and develop new relationships.
- A highly visible way to demonstrate loyalty to your institution, city and New Zealand.
- Being the instigator of economic benefit for your city and New Zealand as a result of hosting an international convention.
- Ability to act as a catalyst for professional development and education for your local community.
Tourism New Zealand’s Conference Assistance Programme is a fund available to national and international associations and organisations that are able to bid to host an international conference in New Zealand. Any organisation’s bid must include a minimum of 200 international delegates to be eligible for this programme. The Conference Assistance Programme will provide you with the funds, expertise and support you need to craft the perfect international conference bid, as well as ongoing support once the bid is won.

**How to access this support?**
If you or your association could benefit from the Conference Assistance Programme, please contact Tourism New Zealand’s Business Events team on businessevents@tnz.govt.nz, or head to businessevents.newzealand.com
HOW WE CAN ASSIST YOU:

FINANCIAL FEASIBILITY
Facilitating a financial feasibility study of the international convention.

BIDDING DOCUMENTS
Assisting with the development of attractive international bid documents and presentations to set your bid apart.

COVERING TRAVEL COSTS
Covering travel (international flights and accommodation) costs to support the delivery of the bid.

MARKETING STRATEGIES
Marketing strategies designed to improve your chances of winning your bid, including lobbying activity.

DELEGATE MARKETING
Funded bespoke marketing to achieve your delegate attendance objectives.

INTRODUCTIONS
Convention planning; providing introductions and connections with key industry suppliers (e.g. Professional Conference Organisers).

Partnering with industry organisations to assist in success
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.
NEW ZEALAND – THE PERFECT HOST FOR YOUR CONVENTION

With scenery that takes your breath away, world-class venues and unique visitor experiences, New Zealand is the perfect location for business events beyond convention. Here are a few reasons why successful international organisations and associations are choosing New Zealand for their conventions.

NEW ZEALAND DELIVERS UNBEATABLE EVENTS

• Sophisticated meeting spaces, stunning scenery and the warmest welcome on earth – New Zealand has it all.
• Experience modern, lively cities with world-class venues and accommodation.

NEW ZEALAND IS AN AFFORDABLE LUXURY

• Enjoy watching your money go further in New Zealand. New Zealand’s exchange rate is generally favourable against most other currencies.
• Be spoilt for choice with New Zealand’s wide range of accommodation and activities for every taste and budget.
NEW ZEALANDERS ARE EXCEPTIONAL HOSTS

- Feel the spirit of manaakitanga – the uniquely New Zealand way of giving and making people feel welcome.
- Discover a place where friendly people and professional service come together to make every event memorable.

INSPIRATIONAL EXPERIENCES ARE NEVER FAR AWAY IN NEW ZEALAND

- Create events that go beyond the venue to the real New Zealand, where adventure and rejuvenation await.
- Take in everything New Zealand has to offer, with a wide variety of memorable activities and landscapes in close proximity.

NEW ZEALAND IS HOME TO WORLD RENOWNED EXPERTS, DRIVING INNOVATION IN KEY INDUSTRIES

- Seek inspiration from New Zealand’s spirit of innovation and invention. New Zealanders have taken many ‘firsts’ to the world, from splitting the atom to creating the disposable syringe or developing the jaw-dropping bungy jump.
- Learn from some of the world’s foremost experts and thought leaders in the fields of marine, aviation, agribusiness, health science, high value foods and earth science.
- Create a legacy by sourcing new delegates for your association from New Zealand’s leading educational institutions that have laid the foundations for New Zealand’s motivated, creative and skilled workforce.

NEW ZEALAND IS ACCESSIBLE

- Getting to New Zealand is easy. It’s only a 9-12 hour flight from other countries on the Pacific Rim and is serviced by more than 330 international flights every week.
- What’s more, passport holders from more than 50 countries do not require a visa for short stays.
- Explore gloriously uncrowded, but lively, cities and sceneries. New Zealand is a small country, similar in size to Great Britain or Japan, with a population of just four million people.
A KNOWLEDGE ECONOMY

New Zealand’s independent culture fuels innovation and this small nation has built a reputation for high quality goods, creative services and ground-breaking research. With a population of just 4.5 million, its GDP is NZ$212 billion (US$179 billion). Holding a convention in New Zealand not only taps into trade and investment opportunities, but builds relationships with thought leaders for the transfer of knowledge and ongoing education. Some of New Zealand’s key sectors for attracting conventions are as follows:
The tourism sector is a NZ$24 billion industry, directly employing 5.7 per cent of New Zealand’s workforce. Despite the world financial crisis it has remained resilient, thanks to a growing emphasis on products that allow visitors to experience, not just observe, the country, from adventure activities to interactive cultural encounters. Source: Association Meetings International

The aviation industry annually exports NZ$3.8 billion of products and services and contributes 6.9 percent of New Zealand’s GDP. Thirty per cent growth is projected over the next five years in light aircraft design and manufacture, business aircraft interiors, aircraft parts, airline operations, airport infrastructure, aviation services, maintenance, and training.

New Zealand has the right conditions - climate, space, trustworthy supply and culinary creativity - for producing exceptional, world-famous dairy, meat, horticulture, seafood and wine. As one of only two countries to export more than half of its total food production, producers emphasise quality, sustainability and food safety.

New Zealand lies astride a distinct belt of volcanic and earthquake activity that surrounds the Pacific Ocean, producing a unique, dynamic geology characterised by mountains, volcanic cones and geothermal activity. Geological, geochemical, and geophysical study underpins local specialism in geological resources, natural hazards and environmental management.

New Zealand’s size and dispersed population have made it a world leader in Health IT, with systems allowing fast, secure sharing of medical information. The development of medical devices benefits from strong biological and medical sciences and specialised electronics sectors. In addition, excellence in food production has led to a growing bioactives industry.

The tourism sector is a NZ$24 billion industry, directly employing 5.7 per cent of New Zealand’s workforce. Despite the world financial crisis it has remained resilient, thanks to a growing emphasis on products that allow visitors to experience, not just observe, the country, from adventure activities to interactive cultural encounters.
AN EXCLUSIVE TOOLKIT

Tourism New Zealand’s Business Events Toolkit is a free resource containing professional quality images, videos, regional factsheets, New Zealand touring itineraries and the Essential NZ App. We are passionate about supporting your bid to host an international convention in New Zealand and boosting delegate numbers post-win. You can access these resources at businessevents.newzealand.com
NEW ZEALAND MAP

The New Zealand touring map will help your delegates navigate while in New Zealand, both before, during and after your conference.

Useful for:
- Lobbying activity
- Delegate marketing

BUSINESS EVENTS MOVIE

This professionally created movie showcases New Zealand’s stunning scenery, world class venues and diverse range of activities. A three minute or 60 second version is available.

Useful for:
- Presentations
- Delegate marketing

FEATURES

- Lobbying activity
- Delegate marketing

FOOTAGE LIBRARY

Access to footage that showcases New Zealand landscapes, people and activities.

Useful for:
- Presentations
- Lobbying collateral
- Delegate marketing

ITINERARIES

A selection of sample itineraries that highlight some of the best experiences in New Zealand.

Useful for:
- Delegate marketing

FACTSHEETS

An overview of the region’s key selling points, accommodation, transport, venues, touring options and incentive activities.

Useful for:
- Lobbying collateral
- Delegate marketing

ESSENTIAL NZ APP

This free App will assist your delegates to make the most of their visit to New Zealand with the official Essential New Zealand travel guide.

Useful for:
- Delegates during their New Zealand convention experience

YOUTUBE

Tourism New Zealand’s YouTube channel provides footage that showcases New Zealand landscapes, people and activities.

Useful for:
- Presentations
- Delegate marketing

IMAGES

Access to an extensive selection of high quality images of activities, destinations and experiences in New Zealand.

Useful for:
- Presentations
- Lobbying collateral
- Delegate marketing

PRE/POST TOURING BOOKLET

The Beyond the Official Programme booklet provides compelling details on the experiences delegates can attain pre or post their convention in New Zealand.

Useful for:
- Lobbying activity
- Delegate marketing
“I wanted to bring the conference to New Zealand for a few reasons. Firstly personal ones. I know many of these scholars overseas, I’ve known them for many years and I wanted them to come to New Zealand, to my home. Secondly for the university. International visibility is one of the key things that the university needs and this conference will do that, it will bring all these top people to New Zealand. And thirdly for my New Zealand colleagues it means that they’ll have the opportunity to meet and collaborate with these international people.”

*Professor Michael D. Myers*,
*International Conference on Information Systems (ICIS)*,
*Auckland 2014*

“The national organising committee continues to receive glowing letters and emails referring to the conference as ‘the best world conference they have attended’, no doubt in large part due to the exceptional organisation of the event.”

*Dr Carolyn Coggan*,
*World Conference on Injury Prevention and Safety Promotion*,
*Wellington 2012*

“When bidding for the conference, we were up against tough competition from Japan and Canada – one of the reasons we prevailed was because of the professionalism lent to our bid through our collaboration with Tourism New Zealand.”

*Professor Lloyd Spencer Davis*,
*Public Communication of Science and Technology Conference*,
*Dunedin 2018*
“New Zealand has raised the bar. I had dozens if not hundreds of compliments during the conference.”

Hugh Morris, World Conference on Timber Engineering, Auckland 2012
THE NEW ZEALAND STORY

The New Zealand Story brings to life the distinctly Kiwi attributes that make New Zealand unique and helps New Zealanders to better communicate those attributes to international audiences around the world.

The New Zealand Story was created with extensive input from 200 sector leaders to broaden current perceptions of New Zealand beyond our renowned scenic beauty and farming expertise to include attributes like our integrity, our open culture, our resourcefulness and our friendly welcoming nature. Similarly it seeks to raise the profile of New Zealand’s competitive edge in many key sectors.

THE VALUES THAT DEFINE US

KAITIAKI
Care of people and place: The land and sea have shaped us. We’re proud of our role as guardians of this place and its people – not just for now, but for future generations. We welcome everyone as friends.

INTEGRITY
Trust, honesty, humility and reciprocal respect: We pride ourselves on our integrity and for being safe, stable, open, and accessible. We have a reputation as ‘down to earth’ and ‘good to work with’.

RESOURCEFULNESS
Our fresh, outward-looking way of thinking: Our determination and our independence of thought allows us to be creative, innovative and often ingenious.

ONE STORY, THREE CHAPTERS

Open Spaces: Our land and sea have shaped and inspired us. We are guardians of this place and its people – not just for now, but for future generations.

Open Hearts: Our people, warm, honest, welcoming; with integrity in the way we act. Open people with open hearts, determined and open to new thinking.

Open Minds: Our resourcefulness and fresh outward way of thinking leads to great innovation. Open minds, products and ideas. Things that could only come from this place and our people.

The New Zealand Story provides a business toolkit that will assist you to tell a more accurate and consistent story about New Zealand offshore, broadening the global perception of New Zealand, and in turn raising the profile and credentials of your specific sector.

These resources can be found at nzstory.govt.nz
OPEN MINDS

OPEN HEARTS

OPEN SPACES

OPEN MINDS