

8 TIPS FOR EVENT ORGANISERS: HOW TO WORK WITH US

WHAT	HOW
<p>1. First things first - register your event with us If you don't we won't be able to promote it. TEQ works in partnership with the Australian Tourism Data Warehouse (ATDW), a centralised national database that feeds information on your event into a network of up to 60 websites including TEQ's consumer site www.queensland.com, WMDL's consumer site www.mackayregion.com, Tourism Australia www.australia.com, About Australia www.about-australia.com + inclusion in the Queensland Holidays iPhone App (downloaded more than 150,000 times!)</p>	<p>Register online: it's FREE for events! http://teq.queensland.com/en-AU/Industry-Resources/Marketing/ATDW</p>
<p>2. Tell us about your event Send us your media releases & images so our publicists know about your event.</p>	<p>Send media releases/images with captions to media@queensland.com and to marketing@mackayregion.com</p>
<p>3. Use Social Media See page 2 for how you can strike up a conversation with us via social media</p>	<p>See next page</p>
<p>4. Talk to your Regional Tourism Organisation (RTO) Make sure your local tourism experts know about your event too. Make an appointment with Mackay Tourism to discuss your event and ways you can work with them. Don't leave this until the last minute, plan ahead! They also provide excellent event management and planning guides, available online.</p>	<p>Mackay Tourism Ltd T: 07 4944 5888 http://www.mackayregion.com/corporate/events/</p>
<p>5. Consider Regional Event Funding when you are in early stages of planning your event TEQ secures and invests in events that deliver economic and social returns for Queensland. Our diverse portfolio ranges from world-class major events through to community-based regional events and business events. No matter the size or location of events, TEQ's focus is to secure and invest in events that are viable, financially sound and have the potential to help drive Queensland's economy. And like any other investor/sponsor, we want to make sure we get a return on our investment.</p>	<p>Read the guidelines before you talk to us to see if you qualify: http://teq.queensland.com/en-AU/Events/Regional-Development-Program</p>
<p>6. Subscribe To TEQ's suite of eNewsletters to keep up to date with us! Including Industry News (weekly eNewsletter covering high-line, state-wide tourism and events news), research updates & media releases.</p>	<p>Subscribe online for FREE http://teq.queensland.com/en-AU/News-and-Media/Contacting-TEQ/eNewsletters</p>
<p>7. Talk to us Get in touch with TEQ's Destination Director for Mackay if you need any further advice or guidance or contacts</p>	<p>Racheal Klitscher 0419 662 933 E: Racheal.klitscher@Queensland.com</p>
<p>8. Hungry for more? Get a copy of TEQ's Guide to Organising Festivals and Events</p>	<p>Download it for FREE http://teq.queensland.com/en-AU/Industry-Resources/How-To-Guides/Organising-Events-and-Festivals</p>

SOCIAL MEDIA FOR TOURISM QUICK GUIDE

	Instagram	Facebook	You Tube	Twitter	Google +	Pinterest	Foursquare
What → Who ↓	A mobile sharing app that is perfect for capturing holiday moments.	A visual way of enticing prospective travellers into a holiday; and for holidaymakers to share images with their own social networks.	User generated videos including network and professional content.	In-the-moment updates in 140 characters or less.	Where like-minded communities gather and share content.	A virtual pin board of favourite things, bucket lists and travel plans.	Location-based social networking for mobile devices.
Where QUEENSLAND hangs out: @queensland #thisisqueensland	TEQ monitors the #thisisqueensland hashtag for awesome photos to feature and every two weeks there is a guest instagrammer who takes over our account to share their patch of Queensland with the world.	The Visit Queensland, Australia Facebook page is managed by TEQ. We entice visitors by featuring Queensland photography, latest competitions and events.	The Queensland You Tube Channel features entertaining and informative destination videos.	TEQ shares Queensland photos, blog posts and answering traveller's questions.	Queensland (TEQ) shares stories and photos on Google + communities like 'Amazing Places to See', 'Animal Lovers' and 'Travel Photography'.	Queensland (TEQ) uses Pinterest to browse, organise and share visually inspirational content with fellow pinners to help them plan their perfect holiday.	Queensland (TEQ) shares the best destination tips and curates must do lists for visitors to check-in and tick off their buckets lists.
Where MACKAY hangs out: @visitmackay #meetmackayregion	Mackay Tourism monitors the #meetmackayregion hashtag for awesome photos. Outstanding pics are reposted on Mackay Tourism's various social channels, with credit given to the photo owner.	The Visit Mackay, Queensland, Australia Facebook page is managed by Mackay Tourism. It aims to inspire potential visitors to the Mackay with interesting images.	The Visit Mackay, Queensland, Australia YouTube channel features entertaining and informative destination videos.	Mackay Tourism also shares Mackay photos, blog posts, travel deals and answers travellers questions.	<i>@vistmackay is not currently using Google +</i>	<i>@vistmackay is not currently using Pinterest</i>	<i>@visitmackay is not currently using Foursquare</i>

3 Ways to strike up a conversation:

1. Post a photo to our Facebook page/s: this is one of the places where the social media teams looks for new content to post.
2. Use the hashtags in Twitter, Instagram, Facebook, Google + and Pinterest. The hashtag (s) is one of the tools TEQ / MTL use to collect community photos and stories for retweeting or featuring (tip: also use #seeaustralia in Twitter and Instagram to let @Australia know about your photos too)
3. Mention @queensland and/or @visitmackay on Twitter and Instagram to let us know what's happening.