

## Working with Tourism Whitsundays for Events

### Event Support

Tourism Whitsundays works with events through in kind support that help to increase visitation, spend and dispersal in The Whitsundays. In Kind Support may include the below and will be discussed with each event:-

- Joint marketing planning meeting to determine activities and timelines
- Inclusion in The Whitsundays Visitor Guide Events Calendar
- Event information included in TW's consumer newsletter and E-News
- Event information included in TW's media and trade news updates
- Inclusion in social media platforms, Tourism Whitsundays and Visit Whitsundays (where appropriate)
- Launch press and further press releases as appropriate
- Event Listing on Tourism Whitsundays website, pulled through ATDW
- Blog published on the TW website with copy supplied by event organisers
- Banner to the Tourism Whitsundays website promoting event
- Use of TW marquee at event
- Make available CEO for event media interviews and/or presentations
- Send information to TW Event Volunteer Network when requested
- Provide media support where possible if event fits within media schedule
- Provide discounted marketing/advertising opportunities through TW partners e.g. QLD Weekender.

To receive in kind support, events should:-

- Provide imagery and footage of the event as soon as available so that the event can be promoted through the resources TW agree to
- Provide all event dates and details to the TW team as soon as possible
- Maintain the ATDW listing for the event with relevant information
- Integrate the Whitsunday Destination Logo (Heart of Great Barrier Reef) into all event marketing and communications activity including but not limited to website, collateral, advertising materials, media releases and event program
- Provide media release to TW a minimum of 24 hours prior to scheduled release to allow a TW comment for inclusion
- Recognition of Tourism Whitsundays as a key sponsor using the corporate business logo

### Fundamentals Toolkit

[https://images.impartmedia.com/tourismwhitsundays.com.au/events/Tourism\\_Whitsundays\\_Event\\_Fundamentals\\_Toolkit\\_-\\_Ultimate\\_Planning\\_Tool\\_2021.pdf](https://images.impartmedia.com/tourismwhitsundays.com.au/events/Tourism_Whitsundays_Event_Fundamentals_Toolkit_-_Ultimate_Planning_Tool_2021.pdf)

### How to Connect with Tourism Whitsundays

[https://images.impartmedia.com/tourismwhitsundays.com.au/Member-Opportunities/How\\_to\\_connect\\_with\\_Tourism\\_Whitsundays\\_on\\_Social\\_Media.pdf](https://images.impartmedia.com/tourismwhitsundays.com.au/Member-Opportunities/How_to_connect_with_Tourism_Whitsundays_on_Social_Media.pdf)