

Tourism Noosa Networking Function: Format and Requirements

Tourism Noosa member networking functions provide a fantastic opportunity for the host business to showcase their product or service to some of the key tourism and hospitality professionals in Noosa. In many cases, the members who attend these events may have had little or no exposure to your business, yet they are in contact with thousands of visitors to Noosa and in a perfect position to recommend other member businesses.

Exposing your business to other members is an excellent way for them to experience what you do and hopefully recommend you to others!

The success of this event is really up to you and comes down to a few simple points:

1. Be organised
2. Provide adequate food
3. Provide beverages at hospitality prices or less (or even free of charge – more details below)
4. Ensure you have enough staff on hand for food and beverage service
5. Keep presentations to a minimum but know what you want to say beforehand – point out what members should know about your business, what is unique to you and any changes or improvements that you have recently made
6. Get around and introduce yourself to as many of those in attendance as possible

The following guidelines will help you to decide if you can meet the requirements for hosting a networking function and to allow you to plan ahead to ensure that the event is a success!

When: Generally always the last Wednesday of each month

Time: 5.30 – 7.30pm

RSVP's: Are required – members complete an online form in order to RSVP. Average numbers for a networking night range from 80-150 but if you have the space we have been known to accommodate more as we have had up to 170 rsvps! We generally do a final tally of numbers on the Monday prior to the event and will advise you of numbers at this time

Venue: The venue must be able to **comfortably** accommodate up to 140 people so that members aren't shoulder to shoulder with little breathing room. Remember – the nature of a networking function is to allow those attending to move about the room and meet other members so the venue must facilitate the ability to do this.

If you cannot provide a venue that will adequately accommodate at up to 140 attendees (standing) in comfort then hosting a networking function may not be for you.

You must also have the necessary permits to hold a function of this nature during the timeframe indicated i.e. in holding this function you must not be in breach of your hours of operation or any licensing requirements.

Catering: It is the responsibility of the host business to provide catering of finger food for the 'standard networking' event. It is worth keeping in mind that a sure fire way to impress the socks off our members is to ensure they are well fed. It's often the simple things that make for a memorable networking function.

We also recommend that you have ample staff on hand to distribute the food and that they make every effort to distribute food to the entire room. This can often be quite a challenge when 'pounced on' by members standing next to the exit from the kitchen.

If you would like to hold a sit down function which may involve more elaborate catering, please call us to discuss. We have successfully held networking events in the past which incorporated a dinner. This was offered to members at a significantly reduced rate to encourage them to experience a restaurant's ambience and cuisine.

Beverages:

It is up to the host business as to whether they choose to give the first drink or two for free, sell beverages or provide them free of charge. Regardless of whether you sell beverages or provide them free, **you must ensure you are covered by a valid liquor license.** If your venue is not covered by a liquor license you must employ a caterer who carries such a license. Please contact Tourism Noosa if you require any recommendations for caterers.

No liability will be incurred by Tourism Noosa should the host venue be found to be in breach of this condition

If the host chooses to sell beverages, they must be sold at hospitality prices or less. The following beverages should be the minimum that is provided. Also included is a guide to hospitality prices:

- | | |
|--------------------------------------|-----------------|
| ▪ Basic full strength beer (stubbie) | \$4.00 - \$5.00 |
| ▪ Basic light beer (stubbie) | \$4.00 - \$5.00 |
| ▪ Red or white wine (glass) | \$4.00 - \$5.00 |
| ▪ Soft drink (glass or can) | \$2.00 |
| ▪ Juice (glass or bottle) | \$2.50 |

Prizes:

The host business will need to supply at least one prize to be given away during the event. Members are given a raffle ticket when they enter, which is then drawn at random at the end of the formal part of the event. If the host business prefers, business cards may be collected and then used to draw prizes. You may then use these business cards to obtain a record of who attended. You may even choose to send a thankyou note or email to those who attended and offer them the opportunity to return.

In many cases, host businesses often negotiate with suppliers and other Noosa businesses to provide multiple prizes to give away. This is entirely up to you as there is no expectation here except that at least one prize is drawn.

Insurance:

It is a requirement that the host venue be covered by Third Party & Public Liability Insurance in order to host the event

Invitations:

Invitations are sent to Tourism Noosa members and their guests at least a week prior to the networking function. A reminder email is general distributed the day before. In addition, details of the venues confirmed to host a networking function are always published in 'Tourism Talk' each month and on the Online Members Toolkit which members can login to at any time.

Name badges:

Tourism Noosa will provide sticky labels and our staff will greet members as they enter and provide them with a name badge. If the host business would prefer to do the meet and greet, please advise us prior to the event.

The only requirement here is that a table and two chairs are provided adjacent to the entrance where those providing the name badges may be located. It is recommended that wherever possible, there is only one entrance to the venue so we may record who enters and provide name badges and/or collect business cards.

Format:

Guests often start arriving 15 minutes before the official start time so we advise you to be prepared in case this occurs. We generally allow 30-45 minutes for guests to arrive and mingle before doing the official welcome and introductions.

After the welcome we often allow up to 2 new members to introduce themselves and give a brief update on what they do. We recommend that any 'presentations' are kept as brief as possible – no more than 5 minutes. The host venue also has a time slot allocated to speak on their own product.

An example itinerary is detailed below, however the host venue is more than welcome to suggest any changes to this format.

Example itinerary:

- | | |
|--|--------------------|
| 1. Welcome to members and thank you to host business | Tourism Noosa |
| 2. Acknowledgement of sponsors | Tourism Noosa |
| 3. Welcome and presentation from host | Host business |
| 4. Welcome to new members in attendance | Tourism Noosa |
| 5. Presentation from new member | Member |
| 6. Update from Tourism Noosa | Tourism Noosa |
| 7. Prize Draw | Tourism Noosa/Host |
| 8. Announcement of location of next networking night | Tourism Noosa |

Thank you for your interest in hosting a networking function. We hope that the aforementioned guidelines provide enough detail for you to decide whether hosting a networking function is for you or if you have committed host an event, these guidelines should assist to ensure that the event is a success!

If you wish to register your interest in hosting an event, please complete the form on the next page and fax to Juanita Bloomfield on 07 5430 5011 or email to Juanita@tourismnoosa.com.au . If you have any further questions please call Juanita on 07 5430 5010 or 0407 533 479.

Tourism Noosa Networking Function
Expression of interest to host an event

Date of networking event: Wednesday _____ 20
(day) (month)

Business name: _____

Primary contact for the event: _____

Phone (mobile & landline): _____

Secondary Contact for the event: _____

Phone (mobile & landline): _____

Location of function: _____

Time of function: 5.30 – 7.30pm
 Other - please indicate _____

Type of function & Catering: Standard networking function
(5.30-7.30pm with stand-up finger food & drinks)
↳ We will supply finger food
 Other – please specify details

Beverages: We will provide a minimum of one drink, or more
..... (please specify) FOC, then supply a
cash/card bar for subsequent drinks purchased at
hospitality prices.
 We will provide all drinks FOC to those attending
 We will supply drinks at hospitality prices.
(at prices equal to or lower than indicated in guidelines)
 Yes we have/will be covered by a liquor license
(mandatory)

Insurance: Yes the venue will be covered by Third Party & Public
Liability Insurance

Name badges: Tourism Noosa to arrange name badges
 We will arrange staff to provide name badges

Prizes: We will supply prize/s to be given away