



## **Business Event/Festival of the Year - Major**

This category recognises a business event /festival that brought in economic impact, increased visitation, and community involvement. This can be related to sports, history, cultural or culinary. Event bringing in close to 25,000- 50,000 visitation which contributed prosperity and highlighted the destination.

### **Scoring**

- **Written submission: 75 marks**
- **Online reviews & social media: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission - 75 marks**

1. Provide an overview of the nature of your business and the main event details (Topic/ Speakers) which brought in visitation. (All logos of business and event images to be attached in jpeg. 150-200 words)
2. Provide an example how your business event/festival contributed to the region and enhanced the profile of the region. How was it marketed? Economic benefit in \$ approximate? (100-150 words)
3. Attach media file or video of the event. State your success factor and the mix of visitation it brought into the region with market segments? (100 words).
4. What kind of community engagement did the event create? (50 words)

### **Online reviews & social media - 10 marks**

Social media analysis: Page hits on social media (give mix of platforms and customer sentiment/ reviews with ratings) – Give screen shot of jpeg pages (100 words)

### **Mystery visit - 15 marks**

Please submit the above and send by drop box link:

- Your completed nomination forms
- Jpeg images
- Media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$120 admin fee of the link given and attached.
- Email all the above to: [wstawards@visitsouthwestsydney.com.au](mailto:wstawards@visitsouthwestsydney.com.au)
- Submission deadline is **by 15<sup>th</sup> July 2024.**

**Good luck!**

**Book your Awards night tickets to support this incredible event for Industry!!**