

AACB Staff Scholarship 2020-21 Application Taryn Reid, Business Events Tasmania

Project Proposal

Work placement with Directions Conference and Incentive Management (Sydney) to gain knowledge of the corporate and incentive (C&I) travel market and their expected behaviour over the next 12-18 months. Project learnings include an increased understanding of the requirements and buyer behaviour of professional conference organisers operating in this market, and factors influencing decision makers. Insights gained would then inform Business Events Tasmania's upcoming C&I sales, communications, and campaign activity.

Background and relevance of project to COVID recovery

With a suite of new hotels entering the Tasmanian marketplace throughout 2021, Tasmania is better positioned to cater for the corporate and incentive travel market, where accommodation limitations previously restricted our ability to service this sector.

As the post-COVID market adjusts, this projects offers relevancy to our organisation's COVID recovery as an opportunity for our team to acquire key learnings around this market segment.

Work placement would provide the following:

- Increased understanding of how the PCO operates within the C&I market
- How BET can work with the PCO to best cater for the C&I market
- The intentions of the incentive travel market to travel domestically while international borders remain closed
- What the incentive market is looking for in a domestic destination
- Behaviours and decision-making processes for this market in selecting a destination

Following work placement, a report would be generated to inform BET sales and marketing team around the key insights gained from the placement.

Activity timeline & key targets

If this application were successful, the activity timeline would be as follows:

February 2021 – work with Directions Conference and Incentive Management to finalise work placement program, timelines and desired outcomes

Date TBC – 5-day work placement with Directions Conference and Incentive Management in their Sydney office, date TBC in liaison with company, but to be carried out before 30 June 2021

Date TBC – report to be completed within 3 weeks of completion of placement, to be presented to key BET staff to aid sales and marketing activity.

Key targets

Key targets of this project include:

- Clear understanding from Directions Conference and Incentive Management as to what support a PCO/event planner wants for a bureau
- Clear understanding of what bureau support is passed onto clients via PCO/event planner
- Detail relating to how PCO/event planner and clients are dealing with COVID (re scheduling, postponing, and cancelling)
- Understand Clients needs regarding events and destinations while international borders remain closed

AACB Staff Scholarship - proposed project budget

Item	Description	Cost	Qty	Amount	Notes
Airfare	Hb - Syd Ticket	\$400.00	1	\$400.00	Virgin extra flexible fair
Airfare	Syd - Hb Tickets	\$400.00	1	\$400.00	Virgin extra flexible fair
Syd Airport Transfer	Taxi	\$55.00	2	\$110.00	
Hotel	1 queen bedroom apartment	\$200.00	6	\$1,200.00	Adina Apartment Hotel Chippendale
Food	breakfast \$20, lunch \$30 & dinner \$50	\$100.00	6	\$600.00	
Gifts	Amount	\$100.00	2	\$200.00	
HB Airport parking	Long term parking	\$100.00	1	\$100.00	
Transfer to and from Direction office	Taxi	\$15.00	10	\$150.00	
Miscellaneous		\$100.00	1	\$100.00	

Total

\$3,260.00

APPLICATION FORM – to be complete by the applicant

I, Taryn Reid (Applicant), Business Development manager (Position),
at Business Events Tasmania (Bureau), hereby submit this application for the

AACB Staff Scholarship. I confirm that I have been employed by the bureau for 3 years
and 3 months and prepared this submission personally. I have consulted with

Marnie Craig (CEO/Mgr of Business Events Tasmania (Org.) in the

development of the Project Proposal included within. I have read and understand the
"Conditions & Scholarship Details" and also accept that the decision of the judging panel
(once announced) will be final and that no negotiations will be entered into.

[Signature]
Signature

21/01/2021
Date

NOMINATION FORM – to be complete by the CEO/Manager

I, Marnie Craig, (CEO/Mgr of Business Events Tasmania (Org.),
endorse the submission of Taryn Reid (Applicant), a middle/

senior level staff member at our bureau, for the AACB Staff Scholarship 2020/21. I have
consulted with the applicant on their Project Proposal and I confirm that it is a relevant
initiative which would deliver identifiable benefits to our organisation and AACB member
bureaux. I also confirm that the applicant has read the "Conditions & Scholarship Details".

[Signature]
Signature

21/01/2021
Date

