

Venture Taranaki

– Conferencing and Events Support

Venture Taranaki Trust can assist and support your MICE (Meeting, Incentive, Conference or Exhibition) event. Our aim is to:

- Attract visitors into Taranaki
- Encourage an extended stay or repeat visitation
- Convert people into regional advocates

So if your event will help us do all these things, then we want to help you do it.

There are two clear areas where we can help – bringing an event to the region, and supporting events already occurring. [Read the section that applies to your event.](#)

Section 1: You want to bring/bid for your event to come to the region

If you are bidding to host a conference/event/nationals, Venture Taranaki Trust is keen to ensure you have the greatest possible chance of winning the bid. It doesn't matter if your event is arts, business, sports, science, agricultural, educational or something else entirely – we are happy to help you attract your national/international event to the region.

We want you to put our best foot forward and showcase the region as best we can, so Venture Taranaki Trust can help you:

- Prepare a formal bid document – print and/or electronic version, including accommodation, venue, transport and regional highlights information
- Provide unbiased advice and information about regional conference venues, accommodation providers, hospitality venues, transport, and partner programme activity or entertainment services
- Get in touch with relevant supporting people/businesses in the industry
- Prepare and supply a PowerPoint presentation to play at current years event to encourage delegate attendance/registration for Taranaki event in future years
- Host a company PCO (Professional Conference Organiser) on a familiarisation visit

There are minimal restrictions, other than your event should be a NZ wide or international event. If you want to find out more about bidding for a national event, then get in touch with our Marketing and Communications team on info@venture.org.nz

Section 2: Your event is already booked to be in the region

Venture Taranaki welcomes enquiries from the hosts/organisers of events already confirmed to be in the Taranaki region. We can support your event with:

- Advice and information on partner programme activity and itinerary creation
- The supply of branded collateral (bags, brochures etc.) to events that meet the criteria
- Providing unbiased advice and information about regional conference venues, accommodation providers, hospitality venues, transport, and partner programme activity or entertainment services if not already booked
- Contact information for supporting people/businesses in the industry
- Supplying a generic regional PowerPoint presentation to play at the event
- Providing the regional brand (Taranaki – Like No Other) logo to be used on event materials/websites etc.
- Providing B-roll video footage for any TV coverage of event (T's and C's apply)

Are there restrictions?

Yes. As the region's tourism operation our objectives are to increase visitation, so the supply of collateral must be focussed toward key markets. We cannot supply collateral to events that:

- Target non-decision maker's e.g. Under 20's.
- Are repeated in region annually and have the same/similar audience in attendance (Once in every three years we may be able to support if other criteria are met)

In addition – the following criteria should be met:

- Minimum 80 participants are expected to attend the event (excluding partners)**
- Minimum six month lead time before the event commences
- Minimum 50% of attendees are from out of region
- 95% event participants are over the age of 20 years
- Delegates will be staying in commercial accommodation
- You agree to provide a basic post-event analysis/report with attendance data, quotes or other relevant images/information you want to share regarding delegate experience.

** No matter the size of your event, we're still more than happy to talk to you and offer advice and guidance and put you in touch with the right people. We will also happily provide official AA Visitor Guide books, and you're also very welcome to use the regional Taranaki brand on your event materials. Please note: All support will be at the discretion of Venture Taranaki Trust

After reading this document you feel you fit the criteria and would like to talk further then email the team on info@venture.org.nz with your event information, and one of the team will get back in touch.