

BEIA Membership

Business Events Industry Aotearoa



We invite you to join



The BEIA Vision

Business Events Industry Aotearoa, BEIA, takes a lead role to increase New Zealand business events activity from international and domestic sources, for the benefit of its membership, principal stakeholders and the New Zealand economy.

Who are BEIA?

BEIA is the industry voice for the business events sector of New Zealand, providing opportunities for professional development, experience and education for those part of our BEIA community.

Why You Should Join BEIA

If you are interested in generating business opportunities within the New Zealand conference, meetings and travel incentive industry, becoming a BEIA Member will benefit you.

Only BEIA Members have access to BEIA activities including exhibiting at New Zealand's premier tradeshow MEETINGS and advertising in the BEIA Annual Event Planners' Guide.

BEIA provides an in-depth understanding of the business events industry and is an unparalleled source of information regarding the sector. As a BEIA Member, you will have access to this wealth of information.

See our BEIA Membership Benefits Table on Page 4 for more information.

Marketing

A significant amount of New Zealand's business events originate from domestic sources. These conferences and meetings are a mix of corporate, association and government events - the majority of which are corporate. The main centres

of Auckland, Wellington, Christchurch, Hamilton, Dunedin, Rotorua and Queenstown host most of New Zealand's conferences.

However, BEIA takes an active part in promoting all of the diverse regions of our country to ensure regional growth. Connect with BEIA and you will connect with the organisers of these conferences and meetings to get your slice of the business. With meetings generally taking place in the shoulder or low season, a real opportunity exists for tourism operators to tap into this market.

Sharon Auld, our GM, Australia is renowned for her knowledge and ability to connect BEIA Members with Clients and is there to support our Platinum and Gold Members in the Australian market.

Business Networking

Build relationships and strategic alliances with other industry partners through attending BEIA events. The network of contacts made through BEIA will be a valuable business tool throughout your professional life.

Professional Development, Education, Advice and Inspiration

BEIA keeps you up-to-date with your industry - regularly delivering you relevant insights, trends and industry research findings through e-newsletters, the BEIA

website and BEIA regional events.

The BEIA Annual Conference offers professional development opportunities and an ever inspiring programme of keynote speakers.

The BE Mentored Programme is designed for all Members who are interested in professional growth.

The Industry Voice

BEIA is the chief advocate for your industry, giving a real voice to our membership at government level. We are dedicated to the growth of the business events industry for New Zealand and for the benefit of our Members.

Business Events Data Programme

Business Events Industry Aotearoa (BEIA) and Regional Tourism Organisations New Zealand (RTONZ) appointed independent consultancy company, Fresh Info, to provide a regular measure of business event activity within New Zealand.

Funded by BEIA, RTONZ and Tourism New Zealand (TNZ) the programme involves the quarterly collection, collation and reporting of data from business event venues to produce regional and national statistics that the entire industry can benefit from.

Read more about the BE Data Programme [here](#)



BEIA Membership Structure

BEIA offers three different categories of membership in a tiered structure - Platinum, Gold and Silver.



Platinum Membership

The Platinum membership tier is designed for key stakeholders within the New Zealand industry, and those who have a strong focus on Australian, Domestic and International business. Platinum Members enjoy the highest priority in all marketing activities.

Platinum Members elect two Board representatives from within their category.

Membership Investment

\$11,000 +GST per annum



Gold Membership

The Gold membership tier is designed for those members interested in Australian, Domestic and International business. Gold Members are given second priority in all marketing activities.

Gold Members elect one Board representative from within their category.

Membership Investment

Single: \$3,850+GST per annum

Group: \$3,850+GST per annum

+ \$600+GST per additional venue/service – capped at \$9,250+GST



Silver Membership

Silver membership is aimed at Domestic focused operators who already offer or wish to develop your offering within the business events space. Silver membership opens up business and networking opportunities, connecting you to industry peers and BEIA's NZ client database.

Silver Members elect one Board representative from within their category.

Membership Investment





\$750+GST per annum



BEIA Membership Benefits

Activity	Benefits	Platinum	Gold	Silver
BEIA Membership Website Presence	Platinum Members may list all of their venues and services individually with no restriction on numbers	✓		
BEIA Website Ranking & Searches	Platinum Members rank first - in alphabetical order, on all website searches	✓		
BEIA MEETINGS Exhibition	Opportunities for Platinum Members exhibiting at MEETINGS: - Discuss Stand Preference - if exhibiting independently - Preferential pricing - Priority with PSA	Priority	✓	
Australian Business Opportunities	BEIA Members are afforded the exclusive opportunity to secure a share of the lucrative AU business events market. We provide your business with direct marketing and access to key decision-makers of conferences, corporate meetings, and incentive reward programmes via opportunities.	Priority	✓	
Australian Insights	BEIA Australia will share specific insights including - Industry Intelligence - provide information on new clients & opportunities - Latest research and insights from Australia - Industry Reports - Changing Industry trends - Pertinent issues affecting business events across conferences, corporate meetings and incentives in AU market	✓	✓	
BEIA Korero Client Newsletter	Distributed bi-monthly to the Australian Client database consisting of Agency, Corporate, Association decision-makers Platinum and Gold Members can be profiled. Platinum Members receive priority and one FREE banner ad per annum. Banner Advertisements may also be purchased	✓	✓	
BEIA Australia Sales Calls	BEIA will offer guidance with your sales call planning, making sure you utilise your time in the Australian market effectively	✓	✓	
BEIA Members' Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	✓	✓	

Activity	Benefits	Platinum	Gold	Silver
Australian Tradeshows and Exhibitions:		✓	✓	
AIME	Participate on the 100% Pure NZ Stand / Lounge - Client hosting - PR and media opportunities - Post-Event Report			
Associations Forum				
PCOA Conference	Platinum and Gold BEIA Members have access to register to participate on the 100% Pure New Zealand Hub. Prospectus sent to Platinum and Gold Members only. Limited positions are available.			
BEIA MEETINGS Familiarisation Programme	Opportunity to host pre or post famils with qualified Hosted Buyers. BEIA work in partnership with Air NZ and Host Destinations. Itineraries to include BEIA Members only.	✓	✓	
BEIA Board Representation	All levels of membership have Board representation: - Platinum elect two Board Seats - Gold elect one Board Seat - Silver elect one Board Seat	✓	✓	✓
BEIA Client Newsletters:	Distributed bi-monthly to the Australian Client Database & quarterly to the NZ Client Database consisting of Agency, Corporate, Association decision-makers	Priority plus one FREE Banner Ad per annum	✓	✓
Australia BEIA Korero	Platinum and Gold Members can be profiled. Platinum Members receive priority and one FREE banner ad per annum.			
New Zealand BEIA Essentials	Gold & Silver may purchase Banner advertisements.			
BE Connected	BEIA Member Updates via e-news, virtual, social and face to face updates - Business Events Data updates - Update on latest relevant research - Update on BEIA Projects, tradeshows and activities, PR and media - Virtual Coffee - BEIA Matters - our regular e-newsletter for all Members	✓	✓	✓
BEIA Annual Conference	The BEIA Annual Conference provides Members with the opportunity to network and learn through keynote speakers and educational workshops	✓	✓	✓
BEIA Annual Event Planners' Guide (The Planner)	The BEIA Planner is distributed to the BEIA Client Database targeting corporate meeting planners, professional conference organisers, association decision-makers and incentive buyers The BEIA Planner is replicated online at www.beia.co.nz/BEIA-event-planner	✓	✓	✓
BEIA MEETINGS - Exhibiting	Only BEIA Members are eligible to exhibit at MEETINGS - NZ's premier national Business Event for the conference, meeting, exhibition and incentive travel industry, hosting NZ, Australian and International Buyers	✓	✓	✓
BEIA Membership Logo	All Members receive a BEIA Membership Logo for use in marketing collateral including website	✓	✓	✓
BEIA Website Listing	All Members receive a complimentary Standard Website Listing on the BEIA Website www.beia.co.nz We highly recommend an upgrade to an Interactive Listing to optimise your presence on the website. To learn more click here	✓	✓	✓
VCI	Venues receive an automatic listing on the Venue Capacity Index page, an essential resource for all event planners			
Seasonal Promotions	BEIA will promote your Christmas, New Year and seasonal promotions on their website engaging clients to contact you directly.			

Activity	Benefits	Platinum	Gold	Silver
Domestic Business Opportunities	Incoming business event enquiries are disseminated according to criteria stipulated by the Conference or Event Organiser	✓	✓	✓
Domestic Tradeshows	BEIA exhibit at select domestic tradeshows representing BEIA Members	✓	✓	✓
Industry Voice	BEIA work with government at local and national levels in order to represent the interests of the Business Events Industry and BEIA Members	✓	✓	✓
Media / PR	BEIA supports the industry through national and international media, commenting and leading discussion on industry issues. BEIA provide support to Members when dealing with Media in particular for Crisis Management	✓	✓	✓
Social Media	BEIA offers Members the opportunity to feature in our social media posts #MemberMonday and #FeatureFriday  Follow us on Twitter  Become a friend on facebook  Keep up with us on LinkedIn  Follow us on Instagram	✓	✓	✓
Education	Professional development and educational opportunities are available at the BEIA Annual Conference and through selected programmes during the year	✓	✓	✓
BEIA Emerging Leaders Programme	A programme designed to aid in the upskilling of up-and-coming young business event professionals combined with network building opportunities	✓	✓	✓
BE Mentored Programme	An annual programme designed for Members who are interested in professional growth. Bringing experienced and skilled mentors together with mentees keen to navigate their development and career path within the BE sector	✓ Platinum Mentees exempt from Fee	✓	✓

New Member Welcome

During the first year of membership, all first time BEIA Members receive additional benefits to help you maximise your marketing opportunities through the BEIA channels.

These benefits include:

- A “New Member Profile” in the BEIA Essentials Client Newsletter – putting you in front of thousands of buyers
- One complimentary profile in the BEIA Korero (Platinum & Gold Members only)
- 20% discount on upgrade to Interactive website listing for your first year of membership
- 10% total discount on advertising costs in the BEIA Annual Event Planners’ Guide (BEIA Planner)
- #MemberMonday post on social media (Facebook & Instagram)
- New Members receive the gift of a native tree planted in their name with Trees that Count

To Join: Complete our online BEIA Membership Application Form:
www.beia.co.nz/BEIA-membership-application

For more information on BEIA Membership please visit: www.beia.co.nz/BEIA-membership

Connect with the BEIA Team at: www.beia.co.nz/contact-beia



BEIA Australian Office

BEIA Platinum and Gold Members receive outstanding leverage in the Australian market. We are your feet on the ground to help promote your brand directly with Australian event decision-makers.

You are represented by Sharon Auld – GM, Australia, a 25-year industry professional of BEIA who knows how to positively promote New Zealand in Australia better than anyone in the industry.

Sharon’s overarching goal is to provide business opportunities and connections to BEIA Platinum and Gold Members. Through a variety of initiatives, Sharon partners with you to provide direct representation to showcase the best of New Zealand in the Australian market. Details of all the activities are on the [BEIA website / Australia](#).

To get your feet on the ground through Platinum or Gold Membership contact sharon.auld@beianz.com.au

Activity	Benefits	Platinum/Gold Members Only
Australian Business Opportunities	BEIA Members are afforded the exclusive opportunity to secure a share of the lucrative AU business events market. We provide your business with direct marketing and access to key decision-makers of conferences, corporate meetings, and incentive reward programmes via opportunities.	✓
Australian Insights Monthly Report	BEIA Australia will share specific insights including - Industry Intelligence - provide information on new clients & opportunities - Latest research and insights from Australia - Industry Reports - Changing Industry trends - Pertinent issues affecting business events across conferences, corporate meetings and incentives in AU market	✓
BEIA Korero Client Newsletter	Distributed bi-monthly to the Australian Client database consisting of Agency, Corporate, Association decision-makers Platinum and Gold Members can be profiled. Platinum members receive priority and one FREE banner ad per annum. Banner advertisements may also be purchased.	✓
BEIA Australia Sales Calls	BEIA will offer guidance with your sales call planning, making sure you utilise your time in the Australian market effectively	✓
BEIA Members’ Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	✓
AIME	Participate on the 100% Pure NZ Stand / Lounge - Client Hosting - PR and media opportunities - Post Event report	✓
Associations Forum PCOA Conference	Platinum and Gold BEIA Members have access to register to participate on the 100% Pure New Zealand Hubs. Prospectus sent to Platinum and Gold Members only	✓
BEIA MEETINGS Familiarisation programme	Opportunity to host pre or post famils with qualified Hosted Buyers. BEIA work in partnership with Air NZ and Host Destinations. Itineraries to include BEIA Members only	✓

For more information on BEIA Australia please visit: www.beia.co.nz/beia-australia

Connect with the BEIA Team at: www.beia.co.nz/contact-beia



Connect with us today

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