

# Best Practice Guide for Business Event Operators

## North Coast NSW Business Events

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### *Management Best Practices*



#### Optimise Staffing & Training

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Revisit market mix and targets regularly.

Build succession plans and cross-train staff.

Ensure staffing levels align with demand to avoid burnout.



#### Empowerment & Decision Making

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Base decisions on budget, demand, competitor actions, and yield management.

Strike a balance between big-picture planning and detailed operations.

Encourage escalation when needed, celebrate success, and learn from mistakes.



#### Team Development

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Understand your team's personality profiles to optimise collaboration.

Explore tools available to you via our website, Destination NSW and the Australian Business Events Association.



#### Equipment, Sustainability, Profitability & Expectations

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Plan for capital expenditure and invest in technology.

Embrace collaboration and sustainable practices in operations.

Balance top-line revenue with bottom-line focus.

Communicate realistic expectations to your team and clients.



## Sales Best Practices



### Response Times

Acknowledge enquiries within 2 hours.  
Provide customised proposals within 24 hours where possible or within the week.



### Scripting & Client Care

Use positive, accurate messaging.  
Thank clients promptly and decline business with professionalism.  
Keep a “can-do” focus on client needs.



### Site Inspections

Choreograph experiences to leave a lasting impression.  
Personalise the visit, demonstrate facilities, and ask for the business.



### Negotiations, Contracting & Follow Up

Be fast, accurate, detailed, and concise in contracting.  
Always follow up to secure the booking.  
Keep in contact after proposals, site inspections, and events.  
Celebrate success stories with clients.

*By focusing on management, sales, and operational excellence, North Coast business event operators can deliver exceptional experiences, build stronger client relationships, and drive long-term success.*

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## **Operations Best Practices**



### Pre-Event

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Conduct full team briefings, covering all departments.  
Make briefings engaging, respectful, and clear.  
Complete walk-throughs to spot and correct issues early.  
Schedule meet-and-greet sessions with event orders and runners in place.



### During the Event

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Use natural breaks for pulse checks with clients.  
Upselling opportunities can be introduced politely.  
Maintain professionalism and adaptability.



### Post-Event

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Schedule upbeat debriefs with clients and facilitators.  
Debrief internally with the operations team - review processes and results.  
Turn learnings into future improvements.