

Business Events Specialist

Tourism and Events Queensland (TEQ)

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the state's lead marketing, destination and experience development and major events agency.

In partnership with government, regional tourism organisations, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

A core function of TEQ is to identify, attract, develop and promote events that:

- (i) contribute to the Queensland economy;
- (ii) attract visitors to Queensland;
- (iii) enhance the profile of Queensland; and
- (iv) foster community pride in Queensland.

The Events Group within TEQ has an integrated sourcing & servicing and Event Value Optimisation responsibility for a Major, Destination and Business Events programs.

The key deliverable for the Events Group is defined as:

"TEQ will develop, manage and promote a distinctive, world class Events Calendar for Queensland that, as a sustainable high value asset, contributes to the Queensland economy and inspires visitors to experience the best events in Australia at the best address on earth."

Purpose of the role

The position implements the TEQ Events Strategy 2025 as it relates to the Business Events Portfolio and ensures the delivery of significant value against TEQ's mandated event investment objectives (Contribute to the Economy, Attract Visitors to Queensland, Raise the Profile of Queensland and Foster Community Pride).

The role will also manage a portfolio of Queensland Destination Event Program (QDEP) events and assist in leveraging these investments to drive visitor and economic benefits for the State.

The role provides high quality and timely support across a range of activities and processes involved in the assessment, approval, engagement and implementation of events for the TEQ events calendar. The role involves the application of specialised event knowledge in order to effectively provide project management, contract management, stakeholder engagement and administrative support in relation to the Convention Bureau funding and the Acquisition and Leveraging Fund.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">▪ Tertiary qualifications in Arts, Business, Tourism, Event Management or related discipline.▪ Understanding of and experience in the business events industry.▪ Knowledge related to the attraction and development of events and the value of events to the Queensland economy.▪ Ability to work collaboratively to engage and develop relationships with a range of stakeholders;	<ul style="list-style-type: none">▪ An understanding of media relations or press office teams▪ Corporate social media management▪ Knowledge of Queensland tourism product▪ Knowledge of the current priorities for the Department of State Development for Queensland.

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- Understanding of the Government's role in events to the benefit of relevant sectors and the community.
- Well-developed project management skills with the ability to deliver agreed outcomes, manage multiple projects and set priorities.
- Understanding of risk management and contractual requirements and documentation in relation to events management.
- Have the ability to understand and analyse budget documentation and accounting procedures
- Highly developed writing skills and the ability to produce quality submissions and reports.
- Ability to create and deliver presentations.
- Highly developed interpersonal skills, with negotiation and problem-solving capabilities.
- Outstanding organisational, administration and time management skills.
- Ability to recognise and handle confidential and politically or commercially sensitive issues and material.
- Ability and willingness to travel intrastate and interstate.

What you will do

Accountability	Major Activities
<ul style="list-style-type: none"> ▪ Support, Business Events 	<ul style="list-style-type: none"> ▪ Provide administrative support across the Business Event portfolio including, tracking status of internal processes, producing and monitoring contract deliverable documents as well as coordinate, attend and minute meetings with stakeholders, and document management support. ▪ Implement media projects to enhance awareness of destinations and product. ▪ Conduct research, analyse and apply assessment metrics in conjunction with the Business Events Leader and Senior Analyst to applications and/or inquiries received under the Acquisition and Leveraging Fund. ▪ Administer the contract management of business events that have received funding under the Acquisition and Leveraging Fund including contractual negotiations; financial management; monitoring performance and liaising and negotiating with internal and external stakeholders. ▪ Administer the contract management of the Convention Bureau Funding Support including contractual negotiations; financial management; monitoring performance and liaising with the Bureaux. ▪ Represent TEQ as required at events, functions, meetings, and internal and external committees (including weekends or public holidays if required).

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	<ul style="list-style-type: none"> ▪ Build and maintain effective and efficient relationships with Convention Bureau, local Councils, Regional Tourism Organisations (RTOs), Professional Conference Organisers (PCO) and other relevant stakeholders, to ensure contracted events deliver on the agreed performance targets and generate benefits. ▪ Assist the Business Events Leader in pre and post delegate dispersal strategies. ▪ Assist the Business Events Leader in advocacy for the Acquisition and Leveraging and the business events industry. ▪ Support Business Events director in relation to special projects including research ▪ Coordinate Ministers' welcome messages, invitations and protocol sheets with Corporate Communications. ▪ Coordinate Stakeholder Engagement and Event Experience requirements for events including Minister (or representative) and TEQ Board Directors and Executives attendance. ▪ Effectively activate TEQ contractual benefits in the lead up to each event and other benefits as they relate to onsite familiarisations, media launches, VIP functions and the event itself. Liaise with approved panel of external research agencies to manage the delivery of event evaluation reports and together with the Business Events Leaders and Senior Analyst, complete the post-event assessment and analysis.
<ul style="list-style-type: none"> ▪ Manage a portfolio of Destination Events 	<ul style="list-style-type: none"> ▪ Manage a portfolio of QDEP event investment contracts and the delivery of contract benefits with event owners to maximise return on investment, minimise risk and ensure the delivery of contractual outcomes. ▪ Manage associated processes to deliver contractual requirements, including tracking status of internal processes, producing and monitoring contract deliverable documents, attending and minuting key meetings with events stakeholders, and document management support. ▪ Facilitate collaboration between the event owner, TEQ business units, Destination Directors, RTOs, local Councils and other relevant stakeholders to activate events and deliver incremental value for TEQ. ▪ Manage local council and RTO support for events to activate and maximise visitation and community outcomes. ▪ Anticipate and identify issues and risks associated with events that may affect the delivery of TEQ's outcomes and then implement strategies to mitigate risk. ▪ Willingness to travel to support event activities if required.
<ul style="list-style-type: none"> ▪ Event Value Optimisation 	<ul style="list-style-type: none"> ▪ Work with the Leader and Director to collaborate with the event portfolios, to identify and manage Event Value Optimisation opportunities within the Business events Portfolio.
<ul style="list-style-type: none"> ▪ Administration 	<ul style="list-style-type: none"> ▪ Maintenance of Business Events specific templates and procedures and oversee the maintenance of the Acquisition and Leveraging Fund spread-sheet (high level tracking document). ▪ Prepare and deliver presentations on behalf of the Events Group and TEQ.

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	<ul style="list-style-type: none"> Coordinate and collate timely and accurate information to be provided to Corporate Affairs for the purpose of Ministerial or Parliamentary briefings.
<ul style="list-style-type: none"> Other Duties 	<ul style="list-style-type: none"> Ensure tasks undertaken adhere to all TEQ's Policies, Guidelines and Procedures. Display general awesomeness. Undertake other duties and event project support as required and directed.

How will you do it?

Capability	How you will display it
<u>Agility</u> Adaptable and flexible through change	<ul style="list-style-type: none"> Takes on more responsibility when initiatives are likely to impact team Solutions focused when managing obstacles to change Considers stakeholders who may be affected by the change
<u>Innovative</u> Seeking ways to create efficiency and new methods that benefit TEQ and stakeholders	<ul style="list-style-type: none"> Learns about changes external to TEQ that may help improve efficiency of TEQ and/or partners. When useful, reviews and reports efficiency and cost effectiveness of existing processes in role. Raises and, when agreed, implements ideas that create value for role.
<u>Influential</u> Persuades and communicates to achieve objectives	<ul style="list-style-type: none"> Invests time into understanding stakeholders needs and concerns. Clearly articulates a desired position to take, highlighting the rationale and benefits. Explores alternatives and adjusts approach to position options, preferences and recommendations based on parties involved.
<u>Collaborative</u> Working with others as a team player and sharing resources and information	<ul style="list-style-type: none"> Considers / encourages feedback on matters that affect others. Consistently invests time with other teams to resolve challenges and co-create. Finds ways to establish a mutual benefit to strengthen involvement and support.
<u>Results Oriented</u> Solutions focused outcomes for self, team, TEQ and industry success	<ul style="list-style-type: none"> Develops clear and practical plans that link with TEQ strategy and cover appropriate level of detail. Proactively identifies obstacles and applies industry knowledge to develop workable tactics to resolve. Delivery of responsibilities in a timely manner and to high standard. Timely response to unexpected challenges.

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Role details

Position title: Business Events Specialist

Level: Level 5

Group: Events

Location: Brisbane

Reports to: Business Events Leader

Direct Reports: Nil

Stakeholders:

Internal – All TEQ groups

External – National and international business events industry, Queensland Government (local, state and federal), Queensland Convention Bureaux and Tourism Australia.