

AFTER 5!

NETWORKING EVENTS

Hosting an After 5! Networking Event allows you to showcase your venue, discuss industry issues and network with industry peers.

VENUE HOSTING

BRISBANE | SYDNEY | MELBOURNE | PERTH | CANBERRA
ADELAIDE | TASMANIA | AUCKLAND | DARWIN
WELLINGTON | GOLD COAST |
CAIRNS & MORE



HOSTING AN AFTER 5! INDUSTRY NETWORKING EVENT

The Venue Management Association is the peak body for venue industry professionals in Australia, New Zealand and Southeast Asia with 900+ members, representing over 300+ venues from diverse venue sectors including sports stadiums, arena, performing arts, convention and exhibition centres, racetracks, showground and festivals along with suppliers to the industry. The VMA is dedicated to the growth and success of the venue management industry in the Asia-Pacific region through professional development, education and collective sharing through networking. As a not-for-profit public company, the VMA is run by its members for the benefit of its members and to promote the venue management industry as a whole.

WHY HOST AN EVENT?

Hosting an After 5! Event allows you to showcase your venue, lead discussion on topical industry news, network with industry peers and position your venue as a key VMA and industry supporter. In addition, your brand will be marketed to our members across the VMA website, newsletter and social accounts in the lead up to your event. This is a great opportunity for your venue and staff to connect and learn with industry peers, whilst enjoying the best of what your venue has to offer.

SOME OF OUR SUPPORTING HOSTS

HOT A HOME OF THE ARTS

SUNCORP  **STADIUM**

**CANBERRA
THEATRE
CENTRE**


CAIRNS CONVENTION CENTRE
GREAT BARRIER REEF ~ AUSTRALIA


**CROWN
RESORTS**


EDEN PARK

VMA
VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED


**MELBOURNE
CONVENTION
EXHIBITION
CENTRE**

VENUE REQUIREMENTS

Venue: Suitable venue for 30 - 100 guest to network and view presentations. Average event attendance is 60 guests, with major capital cities (Syd/Mel) averaging 100 guests. The hosting venue covers all associated costs to hold event ie – room hire, catering, security, AV and staff.

Access: 4:30pm – Registration table for name tags (tags are provided)

Set-Up: Cocktail style – stand up

Audio Visual: Well lit lectern and microphone including quality PA system (compulsory).
Data projector and screen (if required).

Guest Experience: The venue is invited to provide a unique guest experience. This could take the form of a venue representative/external speaker (at venue cost), to present for 10-15 minutes regarding any updates with the venue, industry news, renovations, closures, upcoming events etc OR a venue tour, preview night prior to an event, case study, tasting, etc. This is the opportunity for the venue to showcase itself or a key topic relevant to our industry attendees.

Catering: 1.5-2 hours canapés and beverages to be served during the After 5! Event. The venue can select food items and beverages as this is an opportunity to showcase your venue, key suppliers or locally produced food and beverage.

Staff: A staff member from the venue is required to assist VMA staff meet and greet guests upon arrival. VMA staff will be on the desk welcoming and handing out printed nametags.

VMA RESPONSIBILITY:

- Create RSVP link for guests to register attendance and advise dietary requirements if applicable
- Market After 5! Function on VMA website, social media platforms and via direct emails and e-newsletters
- Liaise with venue regarding logistics for the event. Provide numbers and dietary requirements
- Print name tags and prepare attendance list
- Prepare a PowerPoint presentation for the evening containing presenter details, venue logos and images
- VMA staff will be onsite during the evening to greet guests and hand out nametags. Venue representative to assist
- VMA CEO will welcome guests, provide an update on VMA initiatives and introduce guest speaker

RECOMMENDED RUNNING ORDER

4.30pm	VMA Staff onsite to set up and test PowerPoint
5.30pm	Guests arrive (catering and beverages served)
6.10pm	VMA welcome and presentation (10 minutes)
6.20pm	Guest experience (10 - 15 minutes) delivered by venue
6.35 – 7.30pm	Networking
7.30pm	Close