



HOSTING AN AFTER 5! INDUSTRY NETWORKING FUNCTION

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.

The VMA hosts After 5! Networking Events in Melbourne, Sydney, Brisbane, Adelaide, Perth, New Zealand and other locations throughout the year.

These events are an opportunity to network with venue management peers, experience some of the best venues in our country and learn directly from industry leaders.

The After 5! Networking Events are a complimentary benefit of VMA membership, however, we encourage non-members and guests the opportunity to attend their first event on a complimentary basis to assess if a VMA membership is right for them.

WHY HOST AN EVENT?

Hosting an After 5! Function allows you to showcase your venue, discuss industry issues and network with industry peers. A fabulous opportunity to come together to connect and learn.

The hosting venue covers all associated costs to hold event ie – room hire, catering, security, AV and staff.

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.

Access:

4:30pm – Registration table for name tags (tags are provided by the VMA)

Set-Up:

Cocktail style – stand up

Audio Visual

Well lit stage with lectern and microphone including quality PA system (compulsory).
Data projector and screen (if required).

Guest Speaker:

The VMA representative will MC the event with approximately 20-30 minutes of total on stage activity. The VMA and venue will liaise to determine a suitable guest speaker to present short 10-15 minute presentation of value to the audience. This could be an external speaker delivering a key note or representative from the venue providing any updates with the venue, industry news, renovations, closures, upcoming events etc.

Professional Development:

As part of the After 5! Function, the event is to offer an educational/professional development component, for example a venue tour, preview night prior to the event, case study, tasting, etc.

Catering:

1.5-2 hours canapés and beverages to be served during the After 5! Function. The venue can select food items and beverages as this is an opportunity to showcase venue food and beverage.

Staff:

A staff member from the venue is required to meet and greet guest upon arrival. VMA staff will also 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 speaker (10 - 15 minutes) Venue tour / back of house experience, bump in preview
6.35 – 7.30pm	Networking

7.30pm	Close
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If your venue is interested in showcasing your wonderful product, please contact Michael Brierley, Chief Executive, Venue Management Association at michael@vma.org.au or on 0414 288 679.