



## **Best Event Campaign – Councils**

This category recognises a campaign that enhance the profile/awareness and appeal of the destination through their campaign as well as creating economic impact, increased visitation, and community involvement. Entrants in this category are required to demonstrate that they meet minimum visitation standards of 20,000 to 100,000 plus in order to enter the award.

### **Scoring**

- **Written submission: 75 marks**
- **Online reviews & social media: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission - 75 marks**

1. Provide an overview of the nature of your campaign (All logos of council and campaign images to be attached in jpeg) (150-200 words).
2. Provide a case study and example how your campaign has increased visitation attaching any visitation number analytics (will be treated confidentially). Economic benefit in \$ approximate. (100-150 words)
3. Attach media file showing campaign. State your success factor in creating campaign and the mix of visitation it created in local, regional, and international markets. (100 words)
4. What kind of community engagement did the campaign create and what market segments did it attract? (50 words)

### **Online reviews & social media - 10 marks**

Social media analysis: Page hits on social media (give mix of platforms and customer sentiment with ratings)  
– Give screen shot of jpeg pages. (100 words)

### **Mystery visit - 15 marks**

Judges will choose to revisit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination forms
- Jpeg images
- Media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$120 admin fee of the link given and attached.
- Email all the above to: [wstawards@visitsouthwestsydney.com.au](mailto:wstawards@visitsouthwestsydney.com.au)
- Submission deadline is **by 15<sup>th</sup> August 2024**

**Good luck!**

**Book your Awards night tickets to support this incredible event for Industry!!**