

october **BUSINESS** month 2026

EVENT PARTNER TOOLKIT

Reach out to the OBM team if you would like any further advice.

OBM team contact details:
P: 08 8935 7794 | E: obm@nt.gov.au



Brand guidelines for OBM 2026

Colour palette:

	OBM Blue C100 M100 Y33 R31 G31 B95 #1F1F5F PSM 2119C
	OBM Red M90 Y100 R195 G56 B38 #C33826 PMS 485C
	Light Blue C65 M30 R89 G179 B255 #59B3FF PMS 292C
	Dark Blue C100 M90 K80 R0 G5 B51 #000533 PMS 282C
	Grey K25 R191 G191 B191 #BFBFBF PMS COOL GREY 4C

Logo png:

october
BUSINESS
month 2026



OBM logo 'do's'

- ✓ Use the logo on marketing material to promote your OBM Partner Event and/or your support as an OBM sponsor, this includes social media, multimedia, document promotion, etc.
- ✓ Ensure the OBM logo is a secondary primary logo and an adequate amount of white space is maintained around the logo to ensure visibility and impact.
- ✓ The OBM logo is to be represented in full colour on a white background, if you require a reversed logo please contact the OBM team.
- ✓ Send your final marketing material via email to the OBM team for approval prior to distribution.

OBM logo 'don't's'

- ✗ Don't manipulate the logo in any way, this includes stretching, changing or reversing the colours, changing the text, etc.
- ✗ Don't overlap the logo with images, graphics or other logos.
- ✗ Don't reduce the logo size to be smaller than 30mm wide, unless the surface area of the material demands it (e.g. merchandise)

Exclusion zone:



Social media posts

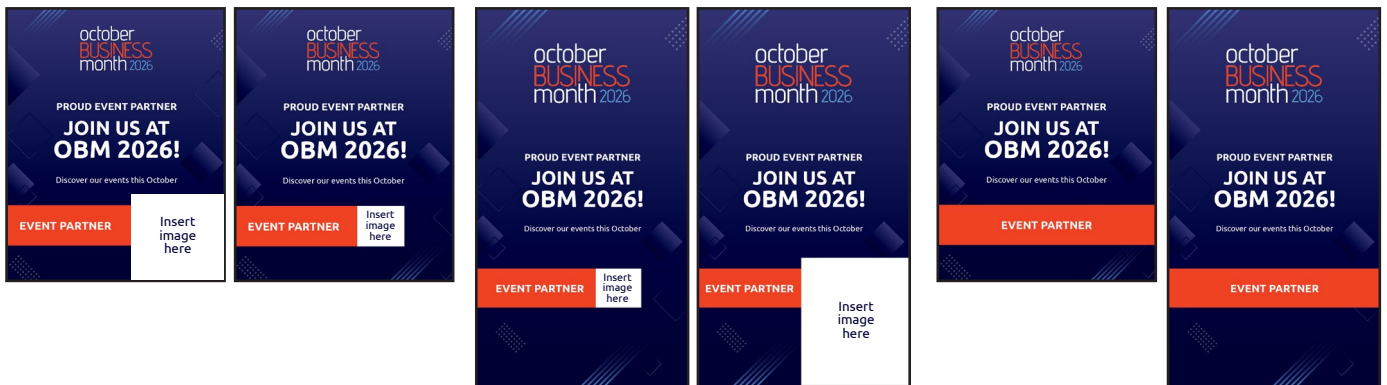
We've created the below social media tiles for you to share as an Event Partner.

Social media tiles

Option 1: Customize in Canva (1080x1350)

(1080x1920)

Option 2 - Ready to Post Tiles



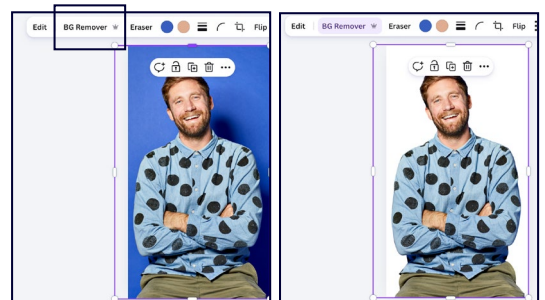
Examples of templates in use



How to use your templates

These templates are designed to make it simple for you to share your involvement in OBM2026. You can add your own logo or photo to personalise the post, or use the ready-to-go version if you prefer. If you'd like to add a photo of yourself without the background, you can do this easily in Canva.

1. Open your Canva account and upload your photo.
2. Select the photo and click on "Edit Photo."
3. Choose "BG Remover" (Background Remover).
4. Canva will automatically remove the background, leaving just your image.
5. Download your edited photo and place it into the OBM social media tile template.



Generic promo blurb

Here's some ready-to-use copy you can include in your newsletters, websites or posts to promote OBM2026.

LONG VERSION

October Business Month 2026: EMBRACING CHANGE

With a strong focus on supporting small and medium Territory businesses, October Business Month 2026 will deliver more than 150 events and workshops across the Northern Territory, designed to spark ideas, build capability, and strengthen connections across the business community.

This year's program features three outstanding keynote speakers, each bringing world-class business expertise and real-world insights to the Territory:

- Renee Wootton Tomlin, CEO and Founder of New Era Energy
- Rochelle Courtenay, Founder of Share the Dignity
- Adam Jacobs, Co-founder of THE ICONIC and Hatch.

The program also includes a special business dinner in Katherine, featuring stand-up comedian Brett Blake, providing an opportunity to celebrate the resilience and determination of the local business community following this year's floods.

Showcasing local innovation and entrepreneurship, the inspiring Territory Success Stories will share their business journeys, highlighting the determination, creativity and ambition that continue to drive the Territory economy.

A dedicated Business Support Series will deliver a diverse program of events focused on the needs of businesses across the regions.

This year's theme, Embracing Change, reflects the opportunities and challenges facing businesses today. Events throughout the month will explore how businesses can adapt to rapid technological advancement, shifting market demands and evolving workplace dynamics to remain competitive and future-ready.

To see what's on near you and book, head to obm.nt.gov.au.

(words 219 excl heading, 225 incl heading)

SHORT VERSION

October Business Month 2026: EMBRACING CHANGE

October Business Month 2026 will deliver over 150 events and workshops across the Territory that spark ideas, build capability, and connect the business community.

This year's program features keynote presentations from Renee Wootton Tomlin, CEO and Founder of New Era Energy, Rochelle Courtenay, Founder of Share the Dignity, and Adam Jacobs, Co-founder of THE ICONIC and Hatch. The program also includes a special business dinner in Katherine, featuring stand-up comedian Brett Blake, celebrating the achievements of the local business community following this year's floods.

To book and see what's on near you head to obm.nt.gov.au

(words 95 excl heading, 101 incl heading)

Email footer

Use the Event Partner email footer to help promote your company's involvement in OBM. Don't forget to link the footer to <https://obm.nt.gov.au> when you insert the image into your signature block.



PowerPoint template

Use this PowerPoint template to brand your presentations in line with October Business Month 2026.



Tips for running a successful event

Venue

When selecting your venue ensure:

- ☐ The room has sufficient space/seating for your anticipated number of attendees
- ☐ The room has the right ambience e.g. lighting, curtains/block out blinds
- ☐ There are no disruptive noises nearby e.g. traffic, construction
- ☐ Transport to the venue is easy and there are onsite (or nearby) car parking options (preferably free)
- ☐ You book the space early to avoid missing out
- ☐ The venue has all standard amenities including toilets, disabled access, catering access (if required)
- ☐ Can the venue provide audio visual requirements, or will you need to outsource?
- ☐ Do you need to block out any light to ensure any content on screen can be seen clearly?
- ☐ Do you need tables/chairs and what configuration will work best for your event?
- ☐ Is signage required - room signage and/or promotional flyers/banners/media wall?

Audio visual (AV) requirements

- ☐ Make a list of AV equipment and services needed such as screen, projector, speakers, microphones, etc.
- ☐ If AV is not provided by the venue source an AV supplier to provide, set up and operate (if needed)
- ☐ Do you need to bring additional equipment such as laptop, power cords, adapters, remote mouse/clickers, HDMI cables (and are the cords long enough – envisage where you would like to stand in the room and where you'd like your computer to be), etc.

Promoting your event

Your event will be included in the online **OBM calendar of events**. To help gain maximum exposure for your event we have created a suite of promotional assets to help promote your event as follows:

- ☐ Download OBM promotional assets from the Toolkit tab on the OBM website (from September)
- ☐ Create and schedule social media posts to build interest in the OBM program and your event
- ☐ Follow and share OBM posts on the department's [Facebook](#) (@businessNTG) and [LinkedIn](#) (@businessnt) pages.
- ☐ In your social media posts use the #OBM hashtag to help you reach a wider audience
- ☐ Encourage your connections to spread the word by liking, commenting and sharing your posts
- ☐ Ensure your website, LinkedIn and Facebook pages are up to date to include your upcoming events
- ☐ Include videos of previous events you have done and/or attendee testimonials in posts

Everything else

- ☐ Do you need to source/create screen content to support your presentation e.g. video, PowerPoint?
- ☐ Create a run sheet outlining activities, tasks, and important details. This will help you stay on track
- ☐ Do you need another set of hands on the day? It can be a lot of work setting up rooms, testing your presentation, checking in attendees, and so on. An on-the-day helper can take pictures of you in action as well, which is great for wrap-up social media content.
- ☐ Do you need to provide pens and paper for attendees to take notes?
- ☐ Is there any pre-work you want to send to your attendees?
- ☐ Have you printed your attendee list?
- ☐ Do you have a back-up plan if there is an issue on the day? Venue issues, AV doesn't work, etc
- ☐ If you have the chance, attend the venue a few days beforehand to check the set up and AV
- ☐ Prepare a feedback form. It is up to you as the Event Partner to obtain any feedback that you require about your session. We recommend asking attendees to complete a form (paper or digital) immediately after the event – keep it short and allow for at least one open ended question.

On the day of your event

It's show time!

- ☐ Arrive early – at least 1 hour before start time to cover any unexpected last-minute surprises
- ☐ Do a quick walk through to check you are happy with the room set up and adjust if needed
- ☐ Test AV equipment and any electronic presentations that you will be using
- ☐ Keep a close watch on your run sheet and communicate any last-minute changes that need to be made
- ☐ Photography – ask a colleague with good photography skills to take photos during your event
- ☐ Gather feedback – make sure to distribute feedback forms to gather your attendees' thoughts. It's important to gather feedback on what went well – and what didn't.
- ☐ Use an attendance list (from your registration portal or use the template provided on next page) to record all attendees.

Post event

- ☐ Email your registration (total number of registered attendees) and attendance (total number of people who attended on the day) numbers to obm@nt.gov.au for inclusion in the OBM post event evaluation report.

EVENT PARTNER	
EVENT NAME	
EVENT DATE / TIME	

ATTENDEES

[illegible]