

# october BUSINESS month 2017

## EVENT HOST PROSPECTUS



2016 Katherine Business Dinner



[obm.nt.gov.au](http://obm.nt.gov.au)





## ABOUT OCTOBER BUSINESS MONTH

Hosted by the Department of Trade, Business and Innovation, October Business Month (OBM) is the Northern Territory's premier annual business event, providing Territory businesses access to a month-long program of inspirational and educational events featuring high profile speakers.

More than 7000 people attended OBM in 2016, and more than 150 business events were held across the Northern Territory. Keynote events feature local, national and international speakers, covering a range of subjects relevant to local businesses.

In 2017 OBM will continue to deliver an exciting range of activities to encourage networking, facilitate professional development and provide new management ideas to inspire and grow Territory business.

Based on feedback from 2016 attendees and stakeholders, this year OBM will provide the local business community the opportunity to learn about:

- Innovation
- Territory business success stories
- Leadership, motivation and inspiration
- Social media marketing

## WHY GET INVOLVED?

The Department of Trade, Business and Innovation invites your organisation to host a partner event as part of the OBM program. Partner events can provide relevant information, training in practical skills or networking opportunities for people looking to start, operate or grow a small business in the Territory.

Hosting an event provides you with the opportunity to:

- Create and develop relationships with potential clients and customers
- Build your organisation's profile by aligning your brand with the Northern Territory's premier business event
- Show your support for the Territory business community

As an OBM partner event host you will:

- Be provided the opportunity to have your event(s) included in the OBM 2017 printed calendar of events which is circulated to businesses Territory wide
- Be provided the opportunity to have your event(s) included on the OBM 2017 website with direct links for attendees to register your event(s)

## MARKETING

OBM provides the opportunity to maximise your partner event marketing activity through the OBM printed calendar of events and OBM website. All other marketing and promotion of each event is the responsibility of the event host.

## HOW TO REGISTER

To host a partner event, please register your interest through our online partner event registration form which can be found on the [OBM website](#). Payment must be made upon registration. It is a requirement that you provide your ABN with registration.



Once registered, your event will be reviewed by the OBM team. If approved your event will be listed in the OBM printed calendar and website.

Should your event(s) not be approved, suggestions and feedback will be available to you by the Department. If you do not wish to modify your event, a full refund of your payment(s) will be made. Terms and Conditions apply.

The following are some of the reasons your event may be declined by the Department of Trade, Business and Innovation:

- Your event is of low quality
- Too many other events on the same topic
- Proposed date is fully booked in the calendar
- Proposed date is the same as a keynote event
- More event information is required
- You registered an OBM partner event in previous programs and cancelled after the cancellation period.

**Note: Events aimed at selling the organiser's products or services to attendees are strictly prohibited.**

## FEES AND CANCELLATION POLICY

Fee: \$160 (incl. GST)

This is a one-off fee for your organisation to host up to 3 events, subject to approval of content and format by the Department of Trade, Business and Innovation.

Cancellations: All cancellations must be received in writing and submitted before **Friday 30<sup>th</sup> June** to receive a refund. Cancellations after this date are non-refundable.

## TERMS AND CONDITION

As an October Business Month partner event host:

- You agree to hold the event(s) described in the registration form as an OBM external event host.
- You agree that your event(s) must not be aimed at selling the organiser's products or services to attendees.
- You agree to fund and manage all the administrative tasks involved with your event(s).
- You agree to co-brand all marketing and promotional material associated with your event(s) with official OBM branding.
- You agree to send event promotional material to [business.dtbi@nt.gov.au](mailto:business.dtbi@nt.gov.au) for approval prior to printing or distribution. Branding guidelines will be available on the OBM website: [obm.nt.gov.au](http://obm.nt.gov.au)
- Your event(s) will be included in the OBM 2017 printed calendar of events and website with direct links for attendees to register for your event(s), subject to approval by the Department of Trade, Business and Innovation.
- You agree to display and distribute OBM material supplied to you by the Department of Trade, Business and Innovation at your event i.e. displaying the OBM pull-up banner.
- You agree to promote the OBM online evaluation survey at your event (s) to ensure attendees complete within five business days of your event (s). The survey will be emailed to you from the Department of Trade, Business and Innovation.

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- You are aware that OBM use [Eventbrite](#) to manage their events. You can choose to use Eventbrite at your discretion.
  - You agree to return attendance information to the Department of Trade, Business and Innovation within five business days of the end of your event via email to [business.dtbi@nt.gov.au](mailto:business.dtbi@nt.gov.au).
  - You understand that event registrations received **after 30 June 2017 will not** be listed in the printed calendar of events and will only be listed in the OBM website calendar of events.
  - You must have an Australian Business Number (ABN).

Your payment indicates your acceptance of OBM's Fees and Cancellation Policy.

For further information contact:

Sarah Lillecrapp  
Department of Trade, Business and Innovation  
GPO Box 3200  
Darwin, Northern Territory 0801  
T: (08) 8999 7372  
M: 0417 184 255  
F: (08) 8999 7924  
E: [business.dtbi@nt.gov.au](mailto:business.dtbi@nt.gov.au)