



# EVENT FAQ'S

Women's Network Australia's (WNA) networking events continue to attract an amazingly diverse range of women from a broad range of business sectors. By frequently attending our events you'll always be connecting with new contacts so you can develop business relationships and create strategic alliances.

Members can increase the profile of their business with those who attend our events by taking part in the Expo Lounge, donating a door prize which then entitles them to place promotional material, samples or gifts into all delegates' take home satchels.

## LIVE EVENTS – ROOM ENTRY & EXPO LOUNGE

- WNA Members participating in Expo tables or delegate satchel inserts have room access for set-up purposes 1 hour prior to commencement of a live event. Completion of set-up needs to be finalised 15 minutes prior to official commencement time of the event.
- WNA Members need to indicate in the comments section of their booking, if they wish to have an Expo Display. Unfortunately due to the popularity of this concept, all tables are required to be pre-booked.
- WNA Member who book the Expo Space, this is provided for free. Your staff cannot attend on your behalf. If you are sick or there are exceptional circumstances, please contact head office to discuss.
- Expo Tables – generally the venue provide a cloth and skirted table (approx 1.5 metres in length X .8 metres in width). From this base you can build your display.
- Business card draws are welcome, however, we take the privacy laws very seriously and promote ethical networking practices. So if you intend to use the email addresses or details from the business cards collected at the event, you will need to indicate this to all those entering your competition. You can also ask for the winner to be drawn at the end of the event when WNA prizes are also being drawn.
- A small free standing banner can be used at your display. If unsure, please contact head office.
- If selling products from your display, make sure you have an EFTPOS or SQUARE machine available. Please also note that most guests will not have cash on them so for this to work well for you credit card facilities would enhance your sales.
- Make your display as interactive as possible. At WNA we take great pride in the fact that we work with our Members to maximise the results of their promotional activities. It's all been done at WNA events - hands-on massage, hair styling, make-up application, pianists, through to clowns juggling and operatic singers. So never shy away from discussing with us what you have in mind. We are open to the opportunities and wonderment of business.
- If you require power, please indicate on your form when securing the Expo Display. You will also need to supply your own extension cord, duct tape and double adapters.
- A confirmation email will be sent prior to an event to remind you of your booking.
- If you change your mind and wish to cancel, you will need to call WNA Head Office on T: 1800 052 476 at least seven (7) working days prior to the event if you do not wish to proceed. Due to the popularity of the exhibition spaces there is often a waiting list and therefore, we need to give adequate time to the next person on the waiting list to prepare their display. If you do not give seven (7) working days notice you will be invoiced for the cancellation fee of \$80.00.



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- WNA financial members have paid membership fees which entitle them to a suite of exclusive membership benefits, this promotional opportunity is one of them.
- The prize donation is entirely up to you. However, your choice of prize will create an impression the audience makes in relation to your business. So give careful thought to how you wish to be positioned in the market place and the impression you wish to relay. We would suggest that unless you own a vineyard you steer clear of the 'all too predictable' bottle of wine. Instead be creative in your choice and ensure your gift makes your business stand out from the crowd.
- Discount vouchers or 'two for the price of one' type vouchers will not be accepted as a prize. Any prize that requires the winner to contribute money to claim their prize will not be accepted. There are to be 'no strings attached' to claiming a prize.
- If you are a service business, we discourage you from giving your services away for free. Instead we want you to give some thought as to what benefits your clients derive from doing business with you. Does your business save them time, money, provide relaxation, inspire or help them find direction? Try selecting a gift that relates to the benefits of doing business with you. Just to give a few examples: a life coaching business might give a road directory - 'We help our clients find their way', a law firm might give a skin care package carrying the tag line - 'We'll save your skin every time'.
- If you're stuck for an idea you are most welcome to talk to the WNA Marketing Team. They are experienced at coming up with great ideas and generating unique concepts for Members to profile and market their businesses at our events.
- If you are donating a prize, you will need to arrive no less than 20 minutes prior to the event commencing. On arrival you will be registered at the front door by WNA staff and ushered into the room. Once in the event room you place your gift on the prize table and from there you busy yourself placing your promotional material on the chairs of all attendees.
- Lucky Door prize donors are the only ones that can place promotional material on the table settings or chairs.

### MORE QUESTIONS?

If you have any further questions regarding promotional activities or additional queries regarding Expo Display Tables at our events, please don't hesitate to call the WNA Marketing Team at head office on T: 1800 052 476.

### CONTACT US

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