



# 10. BUSINESS EVENT VENUES

## CATEGORY QUESTIONS

2026 AWARDS

## BUSINESS EVENT VENUES

### DESCRIPTOR

This category recognises venues which provide high quality facilities specifically designed for business visitors e.g. meetings, incentives, conferences and exhibitions.

### WORD COUNT

Minimum of 4000 words, maximum of 7500 words.

### IMAGE COUNT

Maximum 30 images.

### QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

### SCORE SUMMARY

Submission Score	90 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
<b>TOTAL</b>	<b>110 points</b>

### SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. OVERVIEW OF BUSINESS</b>	<b>15 POINTS</b>
• Question 1.1	(10 points)
• Statement of Achievement	(5 points)
<b>SECTION 2. EXCELLENCE IN BUSINESS &amp; PRODUCT DEVELOPMENT</b>	<b>15 POINTS</b>
• Question 2.1	(15 points)
<b>SECTION 3. EXCELLENCE IN MARKETING</b>	<b>20 POINTS</b>
• Question 3.1	(10 points)
• Question 3.2.	(10 points)
<b>SECTION 4. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>20 POINTS</b>
• Question 4.1	(10 points)
• Question 4.2	(10 points)
<b>SECTION 5. EXCELLENCE IN SUSTAINABLE &amp; RESPONSIBLE BUSINESS</b>	<b>20 POINTS</b>
• Responsible Tourism and Sustainability Achievements.	(5 points)
• Question 5.1	(15 points)
<b>SECTION 6. FINAL REMARKS</b>	<b>0 POINTS</b>

- Final Remarks

(0 points)

## SUMMARY OF QUESTIONS

### SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1            A. Provide an overview of the business.  
                                 B. Provide visual evidence to support your answer.

Statement of Achievement

### SECTION 2. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

- Question 2.1            A. Detail 2–5 improvements that have been made to the venue and/or the product offering during the [qualifying period](#)? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the [qualifying period](#) should be included.  
                                 B. Provide visual evidence to support your answer.

### SECTION 3. EXCELLENCE IN MARKETING

- Question 3.1.            A. Provide an overview of the venue’s business event main 2–3 target markets .  
                                 B. Provide visual evidence to support your answer.

- Question 3.2.            A. Detail 2–5 marketing strategies undertaken by the business during the [qualifying period](#). These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the [qualifying period](#) should be included.  
                                 B. Provide visual evidence to support your answer.

### SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

- Question 4.1.            A. Detail 2–5 customer service initiatives undertaken by the venue during the [qualifying period](#). These may be new initiatives or improvements to existing practices. Explain how these initiatives enhanced the venue experience at key stages of the business event visitor journey.  
                                 B. Provide visual evidence to support your answer.

- Question 4.2.            A. Detail how the business event venue demonstrated itself to be inclusive throughout the [qualifying period](#)? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the [qualifying period](#) should be included.  
                                 B. Provide visual evidence to support your answer.

**SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS**

Responsible Tourism and Sustainability Achievements.

- Question 5.1.
- A. Detail 2–5 responsible and sustainable business practices undertaken by the business during the [qualifying period](#). These may be new practices or improvements to existing practices. Only activities and outcomes from the [qualifying period](#) should be included.
  - B. Provide visual evidence to support your answer.

**SECTION 6. FINAL REMARKS**

Final Remarks