

15-20 MAY

QUEENSLAND
SMALL BUSINESS **20**
WEEK **17**

EVENT HOST GUIDE

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WELCOME

Thank you for hosting a 2017 Queensland Small Business Week (2017 QSBW) event.

The Queensland Government is excited to be supporting and celebrating the pivotal role small businesses play throughout the state.

2017 QSBW will feature a range of events to help small businesses overcome challenges and seize opportunities.

Underpinning the week is our official theme, 'Time to thrive', which will give small business owners the opportunity to learn and acquire new ideas, skills and tools to take their businesses to the next level.

This guide contains information to help you host an amazing event, including:

- » [event host responsibilities](#)
- » [sponsorship activities](#)
- » [media and social media guide](#)
- » [style guide and checklist](#)
- » [privacy statement](#).

You will also be provided with electronic files of 2017 QSBW collateral, graphic elements and supporting templates.

If you need more information or assistance, please contact the 2017 QSBW team at smallbusiness@dtesb.qld.gov.au or (07) 3188 7935.

Again, thank you for your support and all the best for your event.

Rebecca Andrews
Deputy Director-General
Office of Small Business
Department of Tourism, Major Events,
Small Business and the Commonwealth Games

EVENT HOST RESPONSIBILITIES

We aim to make hosting an event during 2017 QSBW as simple and easy as possible.

As an event host, your responsibilities are to:

- » create an interesting, informative and enjoyable event
- » fund and manage the administrative costs and tasks associated with your event
- » co-brand all marketing and promotional materials associated with your event with the 2017 QSBW official branding (using the supplied graphic elements)
- » use and encourage the use of #Time2thriveQLD and #QLDsmallbiz
- » include a hyperlink on your website's event page directing visitors back to our events calendar at www.business.qld.gov.au/events
- » encourage your attendees to visit www.business.qld.gov.au by showing our audiovisual presentation at your event
- » provide final event attendance numbers within seven days of your last event
- » complete an online event host survey within seven days of your event.

SPONSORSHIP

You may organise sponsors for your individual event(s).

Note: Event sponsors may only be recognised for sponsoring your event(s). They must not receive recognition for sponsoring 2017 QSBW.

MEDIA

To help you publicise your event and promote 2017 QSBW, we have provided key messages and facts for you to use.

We have also developed a media protocol, which you must adhere to if you wish to issue media releases in your local area.

Key messages

You may use '2017 Queensland Small Business Week' or the abbreviation '2017 QSBW' in these messages.

- » 2017 QSBW runs from 15 to 20 May.
- » The Queensland Government recognises the economic contribution of the state's small businesses and is committed to their growth and success.
- » 2017 QSBW activities will include workshops, conferences, webinars, training sessions and networking functions to provide more opportunities for business owners and operators to collaborate, gain valuable knowledge and learn new skills.
- » Get involved in 2017 QSBW and attend an event. Find out what is on by visiting www.business.qld.gov.au/events.
- » Celebrate 2017 QSBW—find out what you can do at www.business.qld.gov.au/smallbusinessweek or via the 2017 QSBW app, which can be found at <http://qsbw2017.eventapp.com.au>.

Key facts

- » 2017 QSBW will be held from 15 to 20 May.
- » There are over 414 000 small businesses in Queensland spanning all industry sectors, supplying goods and services to every town and region across the state.
- » Small businesses make up approximately 97 per cent of all Queensland businesses.
- » 66 per cent of Queensland small businesses operate in South East Queensland.
- » Small businesses employ approximately 43 per cent of Queensland's private sector workforce.
- » 9 out of 10 tourism businesses in Queensland are small businesses.

MEDIA PROTOCOLS

Media process for event hosts

Joint statements will only be necessary if the event host wishes to include quotes from the Minister for Small Business. If the event host does not reference the minister, please use the key messages provided on page 3.

If an event host wants to issue a release in relation to an initiative using quotes from the minister, he or she must wait until the release has been approved before distributing it and must use the following process.

1. The event host must contact the QSBW team at smallbusiness@dtesb.qld.gov.au and outline the third-party media opportunity.
2. If ministerial quotes are provided, the event host must provide the final release to the QSBW team for ministerial approval.

If a third party wishes to distribute a release without ministerial quotes, it does not need to seek ministerial approval. However, it needs to alert the Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTEBS) that a release is being prepared via smallbusiness@dtesb.qld.gov.au.

Joint Queensland Government media releases

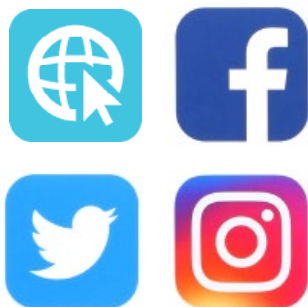
Government agencies hosting events during 2017 QSBW will be considered the lead agencies for those events. Joint statements will only be necessary if the host agency wishes to include quotes from the Minister for Small Business in their own release or statement.

Contact smallbusiness@dtesb.qld.gov.au to request the 2017 QSBW media protocols.

Other departments' media releases

The relevant agency should contact the QSBW team at smallbusiness@dtesb.qld.gov.au to discuss the media opportunity.

SOCIAL MEDIA







If you are using social media to help support the week, please use #QLDsmallbiz and #Time2thriveQLD in your posts.

Examples

- » Help small businesses face challenges and seize opportunities—get involved in 2017 #QLDsmallbiz Week 15–20 May.
- » Celebrate 2017 #QLDsmallbiz Week—find out how you can get involved.
- » 2017 #QLDsmallbiz Week provides a range of events to help small businesses face challenges and seize opportunities.
- » Get involved in 2017 #QLDsmallbiz Week—view the calendar of events at www.business.qld.gov.au/events.
- » Register for our ‘XXXXX’ event on X May—part of #QLDsmallbiz Week.
- » Attend our #QLDsmallbiz Week event on X May—register now.
- » 2017 #QLDsmallbiz it’s my #Time2thriveQLD.
- » Get involved #Time2thriveQLD.
- » We’re excited to be participating in 2017 #QLDsmallbiz.
- » Attend a #QLDsmallbiz event near you.

A variety of social media graphics are available for download from the [2017 QSBW app](http://qsbw2017.eventapp.com.au), which can be found at <http://qsbw2017.eventapp.com.au>.

You can also follow us at:

-  facebook.com/businessqldgov
-  twitter.com/businessqldgov
-  instagram.com/businessqld
-  linkedin.com/company/business-queensland.

COLLATERAL FOR USE

We have created a range of resources to help you promote your event. These include branding graphics, electronic headers and footers, flyers and posters.

These and more materials are available on the [2017 QSBW app](http://qsbw2017.eventapp.com.au).

PRIVACY STATEMENT

Event hosts are responsible for protecting the personal information of attendees collected when they register for event(s). We encourage you to include the following information to attendees as part of your event registration process:

The Queensland Government is conducting a voluntary digital survey to obtain feedback from participants in 2017 QSBW events. To be able to distribute the survey, the Department of Tourism, Major Events, Small Business and the Commonwealth Games is collecting the names and email addresses of attendees, plus details of the QSBW events they attended.

The information of attendees who do not respond to the survey, or who opt out of further communication, will be deleted after 60 days. Your personal information will not be disclosed to any other parties without your consent, unless authorised or required by law.

View the full 2017 QSBW privacy statement on the [2017 QSBW app](#), which can be found at <http://qsbw2017.eventapp.com.au>

DATA COLLECTION

As part of the terms and conditions of being an event host, you will have to provide a list of your event attendees to smallbusiness@dtesb.qld.gov.au.

The list must be provided in a Microsoft® Excel® worksheet or a Microsoft® Word® table (or compatible format), and include the names, organisations and email addresses of your attendees.

For more information, please refer to the privacy statement on the [2017 QSBW app](#).

STYLE GUIDE

Overview

The purpose of this style guide is to establish a uniform look and feel for all promotional material created for 2017 QSBW. It provides information about the approved graphic element, colours, typefaces and application layouts.

The styles outlined in this guide should be applied consistently to reinforce brand recognition of the week. Event hosts must obtain approval from DTESB before producing any promotional material.

The 2017 QSBW graphic elements should be used in conjunction with the by-line:

» [An initiative of the Queensland Government.](#)

Please ensure the appropriate name style is used (see page 8).

STYLE GUIDE

(continued)

Naming convention



2017 Queensland Small Business Week



Queensland Small Business Week

Mandatory requirements

When the name of the event is included in any written materials, please ensure:

- » the year '2017' always appears in the title
- » the correct typeface is used and the point size is equal
- » the font is not bold or italicised
- » all letters in the title appear in the same solid colour—no variation in tint is permitted.

You may use the full name '2017 Queensland Small Business Week' or the abbreviation '2017 QSBW'.

Where the event name is used by a third party, event host or sponsor, the Queensland Government should also be acknowledged in the context.

When the event name appears in online content, the title of the event must always hyperlink to www.business.qld.gov.au/smallbusinessweek.

When the event name appears on printed material, the web address should always be included in the body of the text.

Examples

- » We all look forward to seeing you at [2017 QSBW](#), an initiative of the Queensland Government.
- » It's your time to thrive at [2017 QSBW](#)—discover and acquire new ideas, skills and tools to take your businesses to the next level.
- » 2017 QSBW is helping small businesses thrive. Register for this event at www.business.qld.gov.au/smallbusinessweek.

STYLE GUIDE

(continued)

Standalone graphic

The following standalone graphics can be used by government agencies, stakeholders, event hosts and sponsors on websites and promotional materials relevant to 2017 QSBW.

This standalone graphic must only be used in solitude, that is where there is no other 2017 QSBW branding or host or sponsor logos present.

Graphic files are available for all event hosts on the [2017 QSBW app](#). Alternatively, you can email smallbusiness@dtesb.qld.gov.au to request a file.

PREFERRED USAGE



SINGLE COLOUR



Minimum size



Minimum spacing

Ensure there is always clear space, equivalent to twice the height of the '1', around the wordmark. Do not place the graphic on coloured or busy backgrounds.



STYLE GUIDE

(continued)

Corporate colour specifications



Blue

CMYK 65/11/13/0
RGB 74/178/207



Green

CMYK 35/1/55/0
RGB 172/211/146



Dark Blue

CMYK 90/60/60/60
RGB 7/49/53

Corporate typefaces

META (preferred option)

META NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (for users of Microsoft Word® without access to Meta font)

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana (Web applications)

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

STYLE GUIDE

(continued)

Graphic element

This pattern is intended to dynamically represent many elements coming together to build a bigger image. The pattern can be used in many ways, in full as per example shown below or cropped to create dimension or shapes. Elements of the pattern can also be used individually.

The graphic element **MUST** appear on all collateral in some form.

CROPPED GRAPHIC



FULL GRAPHIC



STYLE GUIDE

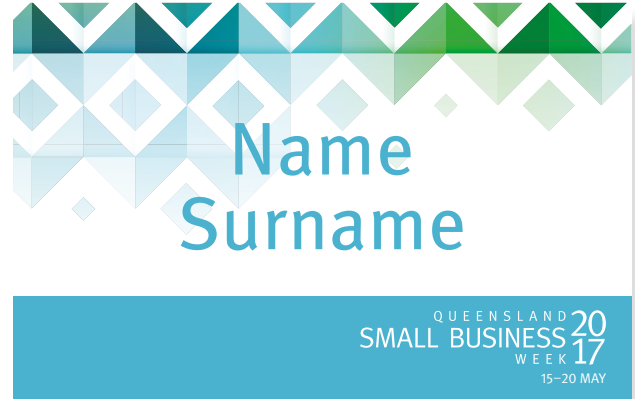
(continued)

Application layouts

Signature block example



Name tag example



Poster



PowerPoint® slide example



CHECKLIST

Below is a handy checklist you can use to ensure your promotional material adheres to the requirements set out in this guide.

Remember to obtain approval from your small business contact at DTESB before producing any promotional material.

- Has the correct layout been used?
- Have the correct corporate colours been used?
- If you are a Queensland Government agency, have you used the 2017 QSBW graphic element in conjunction with the Queensland Government Coat of Arms correctly (as per the style guide)?
- Is the 2017 QSBW graphic element interfering with any other text or images?
- Does the 2017 QSBW graphic element stand out?
- Does the year '2017' prefix the title?
- Have you used the correct typeface and point size?
- Have you ensured the typeface is not bold or italicised?
- Are all the letters in the naming convention the same colour?
- If producing online material, is the naming convention hyperlinked?
- If producing printed material, has the web address been included in the body text?



MORE INFORMATION

Download the **2017 QSBW app**, which can be found at <http://qsbw2017.eventapp.com.au>

If you need any help using this guide, please contact smallbusiness@dtesb.qld.gov.au.

 business.qld.gov.au/smallbusinessweek

 facebook.com/businessqldgov

 twitter.com/businessqldgov

 instagram.com/businessqld

 linkedin.com/company/business-queensland

Contact us

For more information about hosting an event, and listing your event on the events calendar, please contact the 2017 QSBW team via email at smallbusiness@dtesb.qld.gov.au, or call (07) 3188 7935.