

QUEENSLAND SMALL BUSINESS WEEK 2018

28 MAY-1 JUNE

A QUEENSLAND GOVERNMENT INITIATIVE

EVENT HOST GUIDE

Event Partners



Advancing
Small Business
Queensland



WELCOME

Thank you for hosting a Queensland Small Business Week 2018 (QSBW 2018) event.

The Queensland Government is committed to support and celebrate the pivotal role small businesses play throughout the state.

This year, QSBW 2018 will feature a range of activities and events to help small businesses start, grow and employ. QSBW 2018 aims to give small business owners the opportunity to learn and acquire new ideas, skills and tools to take their businesses to the next level.

The Queensland Government is also pleased to announce a new initiative, 100 Face of Small Business. This initiative highlights the human stories behind our State's diverse small businesses; shining a light on real people, their unique business experiences and their inspiring stories. The 100 Face of Small Business digital gallery will be launched as part of QSBW 2018 celebrations.

By taking part and hosting your event during QSBW 2018 you will be part of over 100 small business events held across the State. You will receive marketing and promotional support from the Office of Small Business, an event listing on the QSBW 2018 online event calendar and exposure via the overarching QSBW 2018 advertising. You will also be provided with electronic files of QSBW 2018 collateral, graphic elements, supporting guides and templates.

This guide contains information to assist you in hosting a successful event, including:

- event host role
- sponsorship activities
- privacy
- tools and templates
- media and media protocols
- style guide
- social media

Should you require further information or assistance, please contact the Office of Small Business at smallbusiness@dtesb.qld.gov.au or 13 QGOV.

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

Rebecca Andrews
Deputy Director-General
Office of Small Business
Department of Employment, Small Business and Training

EVENT HOST ROLE

We aim to make hosting your activity or event during QSBW 2018 as simple and easy as possible.

As an event host, we encourage you to:

- create an interesting, informative and enjoyable event
- co-brand all marketing and promotional materials associated with your activity or event with the QSBW 2018 official branding (using the supplied graphic elements)
- include a hyperlink on your website's event page directing visitors back to the QSBW 2018 webpage at www.business.qld.gov.au/smallbusinessweek
- promote 100 Faces of Small Business
- display QSBW 2018 posters and use a QSBW 2018 promotional PowerPoint slide at your event
- complete the online Event Host Survey. The link will be emailed to you within one week of your event.

As a QSBW 2018 event host, you will fund and manage all costs associated with your activity or event.

SPONSORSHIP ACTIVITIES

You are encouraged to seek sponsorship for your event, however, please note that your sponsors may only be recognised for supporting your event. QSBW 2018 will be supported by key sponsors and as a result, sponsors of your event will not receive recognition in communications managed by the Queensland Government.

PRIVACY

You are responsible for protecting the personal information of your attendees collected when they register for your event.

TOOLS AND TEMPLATES

A range of tools and templates are available to assist you in running and promoting your event. Examples of these are included in this Guide and include:

- key messages
- social media posts and graphics
- promotional flyer
- attendee evaluation form.

MEDIA

To assist you with publicising your event and promoting QSBW 2018, 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.

Objectives

The objectives of QSBW 2018 are to:

- create an environment for small business to start, grow and employ.
- raise the profile of small business in Queensland and the key role small business plays in the economy
- raise awareness and increase knowledge of how the Queensland Government can support small business through initiatives such as the Advancing Small Business Queensland Strategy 2016-20 programs and initiatives and the Business Queensland website
- foster and grow business-to-business relationships and Government-to-business relationships.

Key facts

- QSBW 2018 is a state-wide event to be held from 28 May to 1 June 2018
- Queensland is home to over 426,000 small businesses
- small businesses make up 97.5% of all businesses in Queensland.

Key messages

- QSBW 2018 will give small business owners the opportunity to learn and acquire new ideas, skills and tools to take their business to the next level
- QSBW 2018 includes targeted events focused on helping small businesses to start, grow and employ
- get involved and register now by visiting www.business.qld.gov.au/smallbusinessweek or via email at smallbusiness@dtesb.qld.gov.au
- celebrate the contribution small business makes to Queensland – find out what you can do at www.business.qld.gov.au/smallbusinessweek
- sign up for the Advancing Small Business Queensland Newsletter at www.business.qld.gov.au/smallbusinessweek
- QSBW 2018 is an initiative of the Queensland Government.

MEDIA PROTOCOLS

Media process for external-to-government event hosts

If you wish to distribute a media release regarding your event please use the key messages provided on page 3.

Please contact the Office of Small Business to discuss any media opportunities by emailing smallbusiness@dtesb.qld.gov.au or contacting 13 QGOV.

Media Process for Queensland Government

Government agencies hosting events during Queensland Small Business Week 2018 will be considered the lead agency for those events. Joint statements will only be necessary if the host agency wishes to include quotes from the Minister for Employment and Small Business in their own release or statement.

Media releases or statements including quotes from the Minister for Employment and Small Business will require prior written approval from the Office of Small Business.

Please contact the Office of Small Business on smallbusiness@dtesb.qld.gov.au to discuss media opportunities and releases.

STYLE GUIDE

A QSBW 2018 Style Guide has been established to ensure a uniform look and feel for all promotional material.

It is important that event hosts assist with reinforcing brand recognition of the week by using the correct name style and branded graphics provided. Changes or additions to any of the QSBW 2018 graphics are not permitted without prior written approval from the Office of Small Business.

All events displaying the QSBW 2018 graphic elements must include the byline:

A Queensland Government initiative.

Naming Convention



Queensland
Small Business
Week 2018



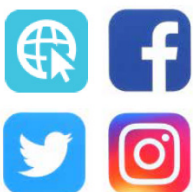
Queensland
Small Business
Week

Name Style

When Queensland Small Business Week is included in any written materials please ensure:

- the year 2018 always appears after the title
- 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
- Where the name of QSBW 2018 is used by a third party, event host or sponsor, the Queensland Government should also be acknowledged
 - Example: **We look forward to seeing you at [name of your event]. This event is a part of Queensland Small Business Week 2018, a Queensland Government initiative.**
- When QSBW 2018 appears in online content, the title of the event should hyperlink to www.business.qld.gov.au/smallbusinessweek
- When QSBW 2018 appears on printed material, the web address, www.business.qld.gov.au/smallbusinessweek, should be included in the body of the text.

SOCIAL MEDIA



If you are using social media to help promote your event and support QSBW 2018, please use the hashtag below in your posts:

#QLDsmallbiz

Examples:

- Register for our [name of event] event on [date of event]—part of [#QLDsmallbiz](#) Week 2018
- Attend our [#QLDsmallbiz](#) Week 2018 event on [date of event]. Register now.
- We're excited to be participating in [#QLDsmallbiz](#) Week 2018
- Celebrate [#QLDsmallbiz](#) Week 2018. Find out how you can get involved at www.business.qld.gov.au/smallbusinessweek
- Help small businesses face challenges and seize opportunities. Get involved in [#QLDsmallbiz](#) Week 2018, 28 May – 1 June 2018
- [#QLDsmallbiz](#) Week 2018 provides a range of activities and events to help small businesses start, grow and employ
- Get involved in [#QLDsmallbiz](#) Week 2018. Search the calendar of events at www.business.qld.gov.au/smallbusinessweek
- Attend a [#QLDsmallbiz](#) Week 2018 event near you.

To keep up to date on QSBW 2018 activities, you can follow us at:



business.qld.gov.au/smallbusinessweek



facebook.com/businessqldgov



twitter.com/businessqldgov



instagram.com/businessqld



linkedin.com/company/business-queensland

SOCIAL MEDIA GRAPHICS

A range of social media graphics are available for you to download and assist with promoting your event. They are located on the QSBW 2018 media and resources page at www.business.qld.gov.au/smallbusinessweek.



Facebook Cover Photo



Facebook Event Image



Facebook Timeline Image



Twitter Timeline Image



Instagram / General Use Image



PROMOTIONAL
FLYER

Department of Employment, Small Business and Training



QUEENSLAND
SMALL BUSINESS WEEK 2018
28 MAY–1 JUNE
AN INITIATIVE OF THE QUEENSLAND GOVERNMENT

Small businesses are the foundation of Queensland towns and communities and the Queensland Government is celebrating the contribution they make through Queensland Small Business Week 2018 (28 May - 1 June).

About the week

Queensland Small Business Week (QSBW) 2018 is a statewide week of events and activities that advocates, enables and empowers Queensland's small business.

QSBW 2018 is an opportunity for business owners and those thinking of starting a business to connect with business leaders and hear about initiatives that will help them achieve success, grow and overcome difficulties.

QSBW 2018 will feature a range of activities and events to help small businesses start, grow and employ.

All activities and events will focus on delivering practical information, advice and networking opportunities, and will be in a variety of formats including roundtable events, networking functions, a summit and celebration of small business dinner.

QSBW 2018 will be a vibrant and exciting event which showcases the commitment, effort and passion of small business.

Get involved

Small business makes up more than 97 per cent of all Queensland businesses, spanning all industry sectors and supplying goods and services in every town and region across the state.

QSBW 2018 will provide a great opportunity for you to engage with the small businesses in your region, and to hear about and understand the challenges they face and their ideas for the future.

To support small business across Queensland, all community leaders are encouraged to promote QSBW 2018 to their business community.

Host an event

Organisations are encouraged to host an event during QSBW 2018 and be part of a community of over 100 small business events held across the State.

100 Faces of Small Business

100 Faces of Small Business will highlight the human stories behind our State's diverse small business sector; shining a light on real people, their unique business experience and their inspiring stories. The digital showcase will feature as part of QSBW 2018 celebrations. For more information visit business.qld.gov.au/100faces

Further information

To learn more about Queensland Small Business Week 2018, sign up to the Advancing Small Business Queensland newsletter or to find out about hosting an event visit business.qld.gov.au/smallbusinessweek.

Contact

✉ smallbusiness@dtesb.qld.gov.au

☎ 13 QGOV

Connect

🌐 business.qld.gov.au/smallbusinessweek

📘 facebook.com/businessqldgov

🐦 twitter.com/businessqldgov

📷 instagram.com/businessqld

#QLDsmallbiz

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Queensland



Queensland
Government

POWERPOINT HOLDING SLIDE

PowerPoint holding slides are available for use at your event and are available for download from the Queensland Small Business Week 2018 media and resources page at www.business.qld.gov.au/smallbusinessweek.



QUEENSLAND
SMALL BUSINESS 20
WEEK 18
28 MAY–1 JUNE
AN INITIATIVE OF THE QUEENSLAND GOVERNMENT


Sign up to the Advancing Small Business Queensland Newsletter
 www.business.qld.gov.au/smallbusinessweek

Share your Queensland Small Business Week 2018 experience
[#QLDsmallbiz](https://twitter.com/QLDsmallbiz)

 facebook.com/businessqldgov  twitter.com/businessqldgov  instagram.com/businessqld

SAMPLE SURVEY

We encourage you to survey your event attendees to provide information about the success of your event. The following survey is an example of questions that can be used when evaluating your event.



QUEENSLAND
SMALL BUSINESS 20
 WEEK 18
 28 MAY-1 JUNE
A QUEENSLAND GOVERNMENT INITIATIVE

Thank you for attending our event as part of Queensland Small Business Week 2018. Your feedback will be reviewed and used to assist in the development of future events.

Name of the event _____

Date _____ Location _____

1. How did you hear about this Event?

<input type="radio"/> Email	<input type="radio"/> Social Media - Twitter
<input type="radio"/> Event website	<input type="radio"/> Word of mouth
<input type="radio"/> Business Queensland website	<input type="radio"/> Other _____
<input type="radio"/> Social Media – Facebook	

2. Please rate the program of the event:

	Poor	Satisfactory	Good	Excellent
Duration	1	2	3	4
Format	1	2	3	4
Opportunities for networking	1	2	3	4

3. Please rate the presentations:

	Poor	Satisfactory	Good	Excellent
Presenter name	1	2	3	4
Presenter name	1	2	3	4

Comments _____

4. Do you think this event will help your small business in future?

Yes No

5. Would you recommend this event to others?

Yes No

6. Please rate your overall experience of the event

Poor	Satisfactory	Good	Excellent
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7. Do you have any further feedback?

Thank you for your feedback.



**MORE
INFORMATION**

For more information about hosting an event or listing your event on the events calendar, please contact the Office of Small Business on 13 QGOV or smallbusiness@dtesb.qld.gov.au.



business.qld.gov.au/smallbusinessweek



facebook.com/businessqldgov



twitter.com/businessqldgov



instagram.com/businessqld



linkedin.com/company/business-queensland



13 QGOV