

Ready to Shine?

**Enter the
2023 Queensland Tourism Awards
and put your business in the
Spotlight!**



Freelance Marketing
Submissions for Success
Social Media for Small
Business



You are welcome!

Welcome to Awards Season 2023. QTIC are here to help and we will be providing you with as many 'tools' as we can to support you in your submission writing journey.

This Powerpoint is a quick reference check and it is targeted more so at the less experienced and new entrants.

The checklist is based on the main categories questions and will support all entrants however we understand that some of the categories slightly differ and this is where we need you to send us in your questions. We have a team standing by to help where we can.



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Introduction

You only get one chance to make a first impression!

- 1/ It's time to WOW the judges and create a good first impression! Paint a clear picture of your business, what does it, how it began, where its located, key staff and some key stats.
- 2/ Use a Timeline to show key milestones as your business developed.
- 3/ A map helps the judges to know where you are as well as your proximity to key markets and transport hubs.
- 4/ Consider using an org chart to highlight key positions.



Introduction cont...

5 / We want to see key features of your business plan. Remember to use SMART Goals that are Specific, Measurable, Achievable, Relevant and Time-Bound. It makes it easier for later questions.

6 / Tell us about your products and include your unique selling points – Discuss what makes you stand out from the competition and why your products appeal to your target markets.

7 / You know your products and services are priceless but don't forget to tell us how much it costs.

8 / Discuss your vision and mission. Why do you do what you do so well!



Introduction cont...

9 / Talk about your greatest asset – Staff! We want to know all about them, and how they are inducted, incentivised and trained.

10 / It's time to sprik. We know you are awesome so tell us about any awards and your involvement in the Tourism Industry.



Business Development

You need a business goal post to kick a business goal.

- 1 / We want to know all about your key innovations during the qualifying period.
- 2 / Include images or graphics of the innovation to help the judges get a better understanding.
- 3 / Make sure you link it back to the business plan in Q1
- 4 / Tell us about the research and planning you undertook to develop the innovation.
- 5 / What was the business case for these innovations?



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Business Development cont...

6 / How do the innovations align with your goals and strategies?

7 / What were the results and how did you track them? Be specific.

8 / If the anticipated results were not achieved explain to the judge why, and how did the business respond.

9 / If outcomes are still pending include any forecast of results.

10 / Explain to the judges the impact the innovation had on your business and visitor experience.



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Marketing

It is your region, your brand and your business - tell the world!

1 / Judges are looking for a clear understanding of how you are marketing to your target markets.

2 / Tell us all about your target markets and how your product meets their expectations.

3 / What motivates them to come to your business? Include a reference to USPs in the previous question.

4 / Share with us the research was undertaken to identify the various target markets and determine if they are right for your business.



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Marketing cont...

- 5 / Where relevant, discuss the target markets you want but aren't getting.
- 6 / Provide a clear overview of how you market to each segment and include any innovative approaches.
- 7 / How do these marketing strategies fit into local, regional or state marketing plans? Include any collaborative marketing programs.
- 8 / Discuss the results of any marketing activities. Be specific.
- 9 / Tell us about the metrics used to measure the outcomes.
- 10 / A picture tells a thousand words, give examples of any creatives.



Customer Experience

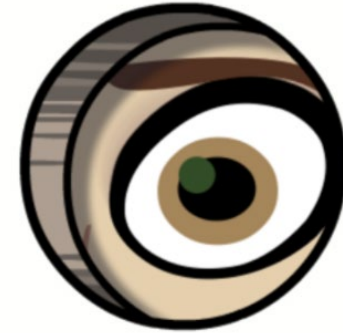
It is the before, the during and the after, big brother is watching.

1 / YOY Stats to support your improvements compared to last year's results across feedback platforms?

2 / Providing some reviews and testimonials that are dated and show the source to support your narrative about actions taken within the judging period.

3 / Offering customer complaints/concerns that have been rectified to improve your customer's experience.

4 / How much real-time and financial investment in training have you invested your team can deliver 'on the ground'.



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Customer Experience cont...

5 / How are you sitting in the ratings against your key regional competitors.

6 / Do you use external training providers in areas of WPHS, Conflict resolution, Special Needs Clients including Physical, Intellectual, Cultural, Dietary, Group Bookings etc and have you shared this along with testimonials from training providers and clients?

7 / What are your Points of difference in dealing with your clients before during and after the customer service experience.

8 / Using charts and graphs to clearly clarify customer service processes via flow charts.

9 / Clearly stating (for each process) " The WHO, the WHEN, the HOW and the WHY"

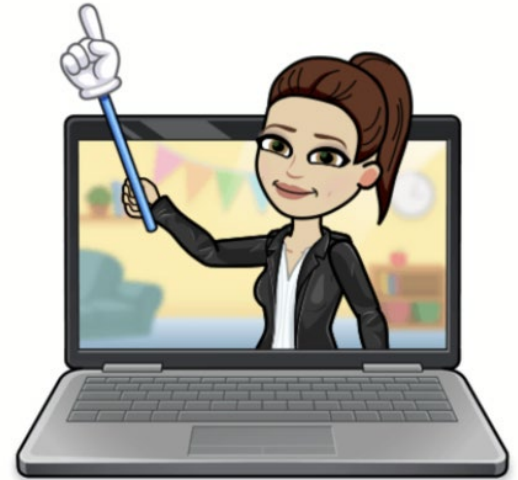


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Customer Experience cont...

10 / Clearly identifying how your mission/vision statement show commitment to delivering a benchmark experience to your customers, how do you monitor and react to these results. (as per above process)



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Responsible Tourism

We in tourism can be the change.
What are you doing?

- 1 / Tell us how you reduce or improve your overall impact on the environment
- 2 / Provide some examples of environmentally responsible initiatives.
- 3 / Use actual measurement data and compare to previous years
- 4 / Discuss and provide examples of how you support the local community.

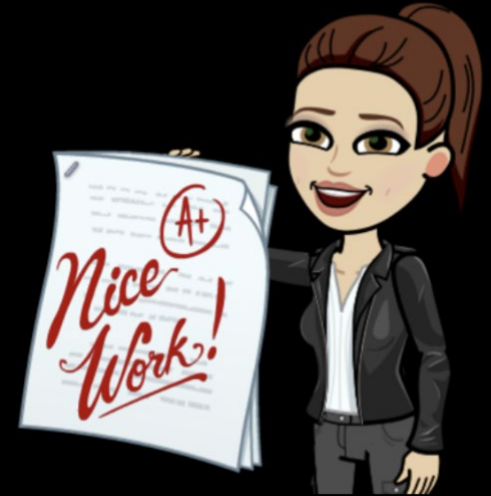


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Responsible Tourism cont...

- 5 / Try to quantify how your business impacts on the local community.
- 6 / Include spend in the region, employment opportunities and support and collaboration with local businesses.
- 7 / Discuss how you have approached your business's ethical responsibilities
- 8 / Include examples where possible of engagement with Aboriginal and Torres Strait Islander people.
- 9 / Consider the inclusion of Cultural or historical representations as well as any animal welfare programs if relevant.
- 10 / Include some images to support your response including staff communications, flow charts etc



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Want a checklist?

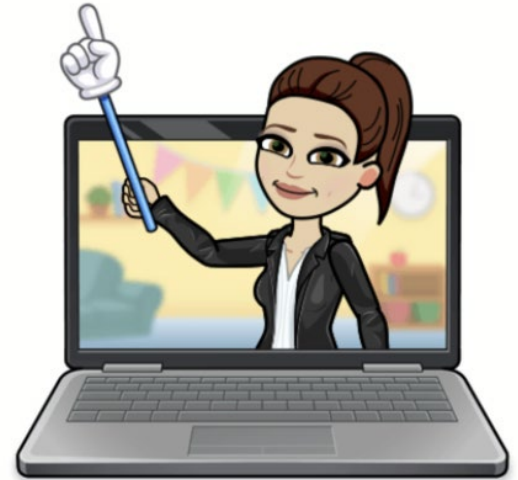
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That's a wrap!

Don't forget
you can reach out to
us at any time at
awards@qtic.com.au



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