

UPCOMING FEATURE NOTIFICATION

Meetings, Conferences and Events

Our readers don't just read the NBR – they use it!

The NBR is a business tool used to make critical business decisions and to guide companies, which means that our readers are deeply engaged with our content. They are part of a network dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

The NBR reaches both major corporates and SME clients, which makes this feature an ideal way to put your message in front of your specific target market.

Feature description:

All businesses need to hold meetings, whether it's in the office, at another branch or in another city, at a banking hub, airport meeting room or a dedicated meeting or conference centre. They may use technologies such as webinars or Skype from their laptops, conference calling on phones or video calling. In this new technology age, this area has developed enormously.

And businesses want to throw bigger and better company conferences: they want a better experience now the GFC doldrums are gone. So they engage event companies to come up with themes, programmes, music or to facilitate the conference or product launches. Where do they find firms that can dream up these events and project-manage them?

New Zealand is a cost-effective and attractive destination for conferences, conventions and incentive travel from abroad and we face competition from Australia and all around the Pacific Rim. The meetings business has become important to not only New Zealand's domestic market but to off shore visitor earnings as well. The industry also sustains tourism through the off-peak months.

Topics we may cover:

- You've come from out of town for staff and client meetings. Where will you hold them? What sort of facilities are available? What transport do you need? What venues are available - Hotels, conference centres, resorts, banking hubs, business centres or the airport? Will wifi or other technologies such as audio visual equipment be available?
- You can't leave the office but you still need to hold those meetings? Do you Skype? Use your laptop? Hold a webinar? Go to a videoconference centre? What are the best technologies to use to meet your needs?
- After a few years of quiet company conferences, you want something new and exciting. Who can help you put something together that will do things such as firing up your sales team or launching your products in an exciting way.
- New Zealand's big conference industry will be boosted once SkyCity's giant Auckland international convention centre is built. The new purpose-built centre is likely to attract bigger business from Australia and beyond.

Meanwhile, all major New Zealand centres and provincial town have facilities, hotels and attractions to cater for any kind of event from board meetings to major conferences.

- Time for an overseas conference – where should you go? Australia? Rarotonga?

The Stats

NBR: The Readers

- *Are intelligent and ambitious*
- *45% of NBR readers are expected to choose/help/ suggest brands for the company they work for*
- *31% of NBR readers have participated in decisions to purchase goods or services of \$100,000 or more on behalf of their company in the last 12 months*
- *Come from businesses of all sizes*
 - *21% work in companies with 100+ employees*
 - *5% work in companies with 50 – 100 employees*
 - *56% work in companies with less than 50 employees*
- *28% of NBR readers are business managers or executives*
- *20% of NBR readers are proprietors or owners of businesses*

Nielsen Consumer and Media Insights Survey readers 18+

NBR: The Stats

- *41,000 business leaders read the NBR print edition every week*
- *55,000 weekly unique browsers and 250,000+ page impressions on the NBR website.*
- *Over 350 Corporate IP subscriptions*

Date:	27 June 2014
*Confirmation deadline:	16 June 2014
Material deadline date:	20 June 2014
Minimum order:	Quarter page
Rates:	Rate card

* NBR endeavours to contact all advertisers in its features for editorial content which remains at the editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.

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