



Media Release

May 16, 2018

Award-winning event expert leads workshop for event owners and operators

Murray Regional Tourism and Destination Riverina Murray have partnered with award-winning tourism, marketing and event specialist Krista Hauritz to deliver a series of one-day workshops for event organisers and planners, local organising committees and event grant writers in the region.

Krista has designed the workshops to advance the capabilities of anyone involved in regional events and following the success of workshops in Wagga, Griffith and Albury in May, two additional workshops have been scheduled for Moama and Mildura in June.

"MRT is constantly exploring ways to continue to grow the visitor economy and we see events as a key vehicle to attracting return and new visitors to the region."

"As part of the ongoing industry development program to boost skills in the sector, we are delighted to partner with Destination Riverina Murray to offer everyone involved in the Murray event industry the opportunity to learn from the highly acclaimed event specialist Krista Hauritz, who will provide the necessary tools and tactics to effectively plan, improve and grow your event to ensure continued success in this highly competitive sector," said Mark Francis, CEO Murray Regional Tourism.

Destination Riverina Murray General Manager Richie Robinson emphasised the importance of investing in the region's event industry.

"Events are a critical component of the region's visitor economy because they are one of the most effective ways we can boost holiday tourism. The workshop will emphasise the importance of promoting events to people outside of the host town or city to ensure businesses such as cafes, restaurants and hotels benefit from expenditure generated by visitors as well as locals."

"I'm confident event organisers will take a lot away from the workshops and that over time we will see a stronger calendar of events across the region as a direct result," said Mr Robinson.

The one-day workshop provides the foundation for effectively planning and executing an event with practical techniques on grant writing, marketing and sponsorship and examines future critical topics like strategic direction, event strategies, business planning and income diversification.

Representatives from Visit Victoria and Destination NSW will also be available to advise attendees on grant and event funding opportunities available through their respective State Government event funding programs.

Renate Griese, Albury City Events Officer attended the workshop in Albury and found it extremely useful for anyone working in the events industry.

"The workshop was amazing! I wasn't expecting to walk away with new insights after working in the industry for 16 years but I highly recommend this session for anyone involved in the delivery of an event or major festival."

“Krista has so much industry knowledge to share and delivers the workshop in an effective and engaging way so that the insights all make sense, leaving you with new tactics and skills to approach your next event. It’s the best money you will ever spend if you are involved with event planning,” said Ms Griese.

Workshop attendees leave with strategies for developing a business and strategic plan, grant and funding acquisition advice, cost-effective marketing procedures and tools to measure the success and impact of your event. Krista also supplies everyone with their own business planning and marketing strategy templates.

MRT works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray and 13 local government areas and regional tourism associations to drive the development of the tourism industry within the Murray region.

Event Development Program – Workshop Details

Moama

Tuesday, 12 June	Rich River Golf Club Resort	Twenty Four Lane, Tatalia Room 3
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Mildura

Thursday, 14 June	Quest Mildura	113 – 115 Madden Avenue
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Time	8.45am (for 9am start) – 4pm	
Cost	\$80 per person	Morning tea and lunch provided
Tickets	www.murrayregionaltourism.com.au/industry-development/training/murray-event-development-program/	info@mrtb.com.au

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Media enquiries:

Mark Francis
 CEO
 Murray Regional Tourism Board
 ceo@mrtb.com.au
 0429 509 455

Richie Robinson
 General Manager
 Destination Riverina Murray
 Richie.robinson@destinationrm.com.au
 0418 439 202

About Krista Hauritz

Krista is an award-winning event specialist with over 25 years of experience working with local tourism operators to develop, reinvigorate, manage and market events.

A recipient of North Queensland and Queensland Tourism Awards for developing and marketing a number of projects, Krista has also worked on cross-regional tourism projects, destination branding and marketing, mentoring tourism businesses, events and non-profit organisations.

Krista held a former board position with Northern Rivers Tourism (NRT) and Cobb + Co Museum (Toowoomba) and is currently a member of the Queensland Tourism Industry Council (QTIC), Australian Regional Tourism Network (ARTN) and Queensland's Rural and Remote Woman's Network (QRRRW). Krista's achievements were recognised with features in The Who's Who of Queensland and Who's Who of Australian Business Women publications.