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MEDIA RELEASE  
For immediate release

### **Event specialist to deliver intensive workshops for owners and operators in the Riverina Murray.**

Destination Riverina Murray has enlisted tourism specialist Krista Hauritz to deliver a tailored Event Development Program available to event organisers and planners, local organising committees and event grant writers around the region.

The series of intensive workshops to be held in Wagga, Griffith and Albury from May 1 - 3 will be delivered as full-day bootcamps and are designed to extend the capabilities for anyone involved in events, from the grass-roots up. A representative from Destination NSW will also be on hand to advise on grant funding opportunities available through the Destination NSW Flagship Event program and will be especially relevant for Wagga Wagga City Council's tourism and event staff.

"Events are a significant driver of visitor economy to the Wagga Wagga area and we want to ensure our current and new events are built on solid foundations and advice from key industry specialists," said Wagga Wagga City Council, Visitor Economy & Events Coordinator, Fiona Hamilton. "This workshop will help to build event expertise and knowledge to ensure we meet those aims".

Belinda King, Event Specialist and Board Member of Destination Riverina Murray NSW says the program is an exciting opportunity to tap into a valuable resource that has been designed to boost skills and educate local operators on tactics needed to excel in the marketplace and ensure success in their field.

"Krista is an award-winning specialist with over 25 years of experience working with local tourism operators to develop, reinvigorate, manage and market events. A recipient of North Queensland Tourism Awards, she has worked on cross-regional tourism projects, destination branding and marketing, special interest and mentoring tourism business, events and non-profit organisations".

Phil McIntosh, from Gears and Beers Festival, urges local events organisers and local council tourism and their staff from the Wagga Wagga and surrounding areas to embrace this unique opportunity to learn from one of the best in the business. 'I am confident the workshops will provide a sound foundation for effectively planning and executing an event. Krista offers practical techniques on grant writing, marketing and sponsorship and examines in-depth topics such as strategic direction, event strategies, business planning and income diversification.

Upon completion of the course, participants will have acquired strategies for developing a business and strategic plan, received advice for grants and funding, learned about cost-effective marketing procedures and discovered the best tools to measure event impact and success. In addition to the face-to-face workshops, attendees will walk away with their own business planning and marketing strategy templates.

**Wagga** | Tuesday, 1 May | E3 Art Space, Wagga Civic Theatre Precinct

**Griffith** | Wednesday, 2 May | Exies Club, 33 Spiers Street

**Albury** | Thursday, 3 May | Retro Lane Cafe, Corner Kiewa & Swift Streets (rear of Library Museum)



# Destination Riverina Murray NSW

Time | 8.45am (for a 9am start - 4pm)

Cost | \$80 per person | Morning tea and lunch provided

Tickets: Eventbrite DRM Event Program or email [info@destinationrm.com.au](mailto:info@destinationrm.com.au)

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