

**IMEX 2006 AWARD,
TANYA DIDLICK, SENIOR SALES EXECUTIVE, BRISBANE MARKETING**

CURRENT ROLE

In my current role as a Senior Sales Executive with Brisbane Marketing I have sole responsibility for attracting and securing association conferences (of more than 300 delegates) for the city of Brisbane.

Key duties include:

Securing conferences and business events

- Bidding for conferences and business events; preparing written bid documentation; developing and delivering oral presentations; lobbying key decision makers and influencing parties; co-ordinating and hosting site inspections; and working successfully with bidding partners (including industry and government bodies).
- Identifying delegate boosting opportunities for clients to help ensure their conference or event attracts the maximum number of delegates and is deemed to be a success.

Generating sales

- Helping achieve Brisbane Marketing sales targets and undertaking sales related activities (eg identifying research strategies, hosting familiarisations and participating in interstate road shows).
- Generating and distributing business leads for Brisbane Marketing members.

Building relationships

- Developing new business leads and relationships with potential clients and strengthening relationships with existing clients and stakeholders.
- Negotiating with clients, industry partners and government bodies to achieve outcomes that are mutually beneficial for all involved.
- Representing Brisbane Marketing at trade shows, key meetings and events.

Advice and assistance

- Providing advice and recommendations to clients and Brisbane Marketing members on a wide range of issues including venues and new developments in Brisbane.

Training and development

- Building staff and stakeholder capacity across a number of issues (eg database management, communication, administration, industry knowledge and destinational sales).

UNIQUE ACHIEVEMENTS, SPECIFIC SKILLS AND QUALIFICATIONS

Unique Achievements

Since joining Brisbane Marketing in February 2001 I have:

- Individually generated \$50,000,000 of anticipated income for the Brisbane region by securing conferences and business events.
- Consistently exceeded individual sales targets and met performance indicators for the financial years of 2002/03, 2003/04 and 2004/05.
- Established an extensive network of national contacts within the convention and tourism industries and maintained a high level of respect with those contacts and my Brisbane Marketing colleagues.
- Worked to identify staff training and development needs and implemented appropriate training solutions. (For example, in [insert date] I developed and implemented a city induction program for the convention and incentive sales staff of Brisbane's venues and hotels.)

Specific Skills

I bring a number of skills to my role as a Senior Sales Executive, including:

- Excellent interpersonal skills coupled with a positive outgoing personality and an energetic and motivated nature.
- The ability to work well with people, be an attentive listener and an active communicator.
- Strong organisational, strategic planning and problem solving skills.
- The ability to prioritise responsibilities and manage multiple projects simultaneously in a detail oriented, fast-paced work environment.
- The desire and discipline to work hard, ensure success and achieve goals.
- A keen awareness of, and the ability to provide, a high standard of customer service.
- Determination, focus, a keen business acumen, industry knowledge and resourcefulness.

Qualifications

- Bachelor of Business in Tourism – Southern Cross University, NSW
- Certificate IV in Assessment and Workplace Training – Moreton Institute of TAFE
- Workplace Health and Safety Committee Members and Representative Training Course – Commerce Queensland
- DISC (Personal and Behavioural) Profile – Destination Marketing Association International

PERSONAL AND PROFESSIONAL ASPIRATIONS

- To be recognised and respected by my colleagues and peers and within the conventions, incentive and tourism industry as a dedicated professional who takes pride in her work and excels at a variety of tasks.
- To learn from others and develop new skills that will help me to build my career and progress into management.
- To be a leader and an innovative thinker – a role model and mentor for people entering the industry – and a supportive workmate to my colleagues.
- To contribute to the economic and sustainable growth of the greater Brisbane region by securing new conference events for the city of Brisbane.
- To surround myself with positive, energetic people and ensure these qualities are passed onto others that I meet throughout the journey of life.
- To successfully balance the important elements of life – career, family, friends, health and happiness.

HOW THE IMEX AWARD WILL BENEFIT MY ASPIRATIONS

I believe that the IMEX Award and the chance to attend IMEX 2006 would provide me with an invaluable international networking opportunity within the conventions and incentive industry. It presents a once in a lifetime opportunity to meet with and learn from individuals who have demonstrated outstanding success in their chosen fields. It's great opportunity to broaden my knowledge base and get first hand inspiration, advice and mentoring opportunities.

I also believe that the IMEX Award would foster greater recognition amongst my peers within the Australian Association of Convention Bureaux. I am hopeful this would further encourage the development and exchange of ideas, friendship and career opportunities. In addition, this increasing industry support would assist me develop the skills necessary to encourage others to achieve their goals and aspirations.