



100 BUSSELL HIGHWAY,  
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PHONE. +61 8 9780 5911  
FAX. +61 8 9757 3287  
**MARGARETRIVER.COM**  
ABN. 62 934 317 700

## Member Mingle Host Information

Hosting an MRBTA Member Mingle is a unique marketing opportunity to showcase your venue, new products or experiences to a targeted and captive tourism industry audience. An MRBTA Member Mingle is a chance to meet, mingle and network with MRBTA members and staff in an informal setting. Member Mingles are a valued component of MRBTA membership, providing a regular and fun opportunity for members to network and socialise with each other. We have seen many strong partnerships formed at these events.

### **Timing**

Mingles most often run from 5.30 – 7.30pm, generally on the 4th Thursday of each month. We try to match the timing up with MRBTA's monthly Board Meetings to give our Board Members the opportunity to attend and interact with our other members.

### **Invitations**

The MRBTA sends out the invitation to our entire member database (over 800) and manages RSVPs. We include a written commentary on the host business, photos, and any other relevant information about the event. These invitations are unique promotion channel, as we don't typically do dedicated blasts for individual members.

### **Attendance and RSVPs**

Attendance numbers can vary between 75-150 members, depending on the season and venue location. If necessary, we can cap attendance if there is a capacity issue or limit to the numbers a venue can accommodate for catering, etc. RSVP deadlines are typically 24 hours prior to the event so we can provide an accurate number in advance to the host venue for catering. Note that it is not unusual to get most RSVPs just a few days before the function, and it isn't uncommon for a few members to show up without having RSVP'd. We also typically see about a 15-20% drop off from the total RSVP number so we often oversubscribe to allow for this natural rate of attrition.

### **Name badges**

MRBTA will provide name badges based on our registration list and will distribute them as we welcome guests. If your staff do not have name badges and you would like us to include them in our name badges, please provide names at least 48 hours in advance.



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### **Catering**

Canapés and alcoholic beverages are organised and supplied by the host venue. Member Mingles are your opportunity to showcase the quality of your product, so we highly encourage hosts to provide a standard of catering in keeping with the way you want your product to be viewed by your fellow members – in both quality and quantity. We suggest that hosts offer a minimum of 2 drinks per person. Additional beverages can be offered complimentary or can be charged at special bar prices. We recommend \$5 per additional drink, but this is at your discretion keeping in mind that the idea of hosting is a public relations activity not a commercial opportunity. As per Responsible Service of Alcohol requirements, please ensure there are water and non-alcoholic refreshments available.

### **Member collaborations**

If appropriate, we encourage hosts to join up with 1-2 other members in order to provide a more robust catering offering or enticing event. For example, a restaurant could team up with a local winery and/or brewery to help share in the cost of hosting the function, or an accommodation provider could partner up with a caterer. We find this is especially successful in cases where the additional host might not normally have an appropriate venue to host an event, but they want to be involved (such as a winery with no cellar door, or an accommodation that doesn't have space to host). When we have co-hosts, each member business will receive promotion in the official invitation that goes out to all members. We do ask that hosts approach a fellow MRBTA member when possible, in keeping with the evening being a member invitational event. A list of current such members can be obtained from the MRBTA Membership team. Additionally, we ask that there be one main host contact for the MRBTA for communication purposes, and that they are responsible for organising product and logistics with the co-hosts. This would typically be the venue host.

### **Host speeches**

A representative from the MRBTA will welcome guests and say a few words about our latest news and marketing activities. This is usually done about half way through the evening to allow for the late arrivals. The host is then invited to speak with the speech normally a brief overview (maximum 5-10 minutes) to welcome guests and describe the business or venue updates. It is not compulsory to have a PA system but with 75-150 people, it is certainly helpful. If you do not have access to a microphone system, or an internal PA system, please let us know so we can bring our own system.

Familiarisation (famil) tour

It may be a good idea to arrange a brief tour of the property/venue. Again the emphasis of the evening is to showcase your business and venue.



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### **Special offer for MRBTA members**

Another nice way to promote your product is to offer MRBTA members an exclusive special offer on the evening if applicable. For example, 15% off cellar door sales on the night, industry rates on an overnight stay, free glass of wine with a meal, 2 for 1 entry passes etc. This is not an obligatory requirement of hosting a mingle, just a suggestion to leverage effect.

### **Brochures**

We encourage you to have plenty of brochures and business cards to give away to fellow members on the night so members can tell their guests about your business.

### **Questions?**

If you have any further questions about hosting, please let us know and if you would like to proceed, please touch base to confirm a hosting date and send your images and logo to design the invitation. We look forward to working with you to host a great member event!

### **Janice Platt**

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