

Your conference legacy in Wellington

A place to shape the future



Business
Events
Wellington

What is legacy in business events?

There are many reasons for hosting a conference. It may be to upskill the local workforce, build networks to enable collaboration and investment in the local industry or access local decision-makers to instigate policy changes. You will no doubt have your own objectives when bringing a conference to Wellington.

Whatever the purpose, conferences also have the potential to create something meaningful for the community and drive wider socio-economic gain.

We define legacy as the deliberate activity or activities produced by a business event to achieve both the organisation's strategic objectives and drive positive change.

Why consider legacy when planning your conference?

A legacy programme provides an opportunity to leverage your conference to:

- Achieve your organisational objectives
- Address a local need
- Demonstrate the positive impacts of hosting your event.

Aligning with Sustainable Development Goals

The Sustainable Development Goals (SDGs) framework is increasingly recognised as common language when talking about impact. The SDGs define global priorities and aspirations for 2030, aiming to eliminate extreme poverty and put the world on a sustainable path.

Aligning with the SDGs helps you to communicate how your legacy goals contribute to addressing global challenges.



How can Business Events Wellington help?

- Capture planned activities that will have a positive impact and help you to maximise these impacts
- Help to identify potential new local legacy initiatives
- Provide advice on how to plan, measure and promote your legacy initiatives and impacts
- Connect you to local stakeholders and media
- Promote your initiatives through our local marketing channels
- Align your objectives with the United Nations Sustainable Development Goals and other local frameworks.



Next steps

We will help you to identify your legacy intentions and support you to turn these into actions.

Our team offer support through the entire process of implementing your legacy project by working with you on an overall project plan. We will also provide advice as needed and connections to local stakeholders.

Once your legacy project has been completed, we will explore opportunities to maximise its impact through communication and promotion.

Ready to get started?

Contact our convention services advisor to learn more

Stacey Pilcher

Stacey.Pilcher@WellingtonNZ.com

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