



**SYDNEY CONVENTION
AND VISITORS BUREAU**

BEST PRACTICES AND TRENDS

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AGENDA

- 1. Website development**
- 2. ROI**
- 3. Corporate social responsibility**



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WEBSITE

- **Customer Relationship Management**
- **Search Engine Optimisation**
- **Performance tracking & measurement**



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ROI

- **Procurement**
- **Value for money**



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CORORATE AND SOCIAL RESPONSIBILITY

- 1. Environmental credentials**
- 2. Green meetings**