

EVENT BOOTCAMP

Better Events. Less Stress

AUSTRALIAN CENTRE FOR
REGIONAL
EVENTS

19 & 20 November 2026
9am - 3pm, Darwin Innovation Hub

Two days of practical ideas, fresh thinking and hands-on support to help you take your event to the next level.

Events are often built on passion, but great events also need clear purpose, strong planning, engaged audiences and sustainable partnerships. This two-day Bootcamp is about finding smarter, simpler ways to run a great event - from planning and finances to marketing, audience experience, volunteers and partnerships.

What You'll Get

✓ Fresh ideas and inspiration

Explore what makes regional events distinctive, what audiences want now and where there are opportunities to do things differently. Plus meet other event organiser from the NT

✓ Practical tools you can use immediately

Work through simple frameworks and activities designed to help you make real progress on your event. Find out ways to reduce last-minute stress and event fatigue.

✓ A fresh look at your event

Step back from the day-to-day and identify your event's strengths, challenges and opportunities.

✓ Hands-on action planning

Leave with practical next steps, including a marketing action plan and a pitch for a potential sponsor.

✓ Ideas you can take back to your team

Build your capability, spark new conversations and create momentum for your next event.

Meet Your Presenters

Linda Tillman and Cathy Treasure are the co-founders of the Australian Centre for Regional Events, bringing decades of combined experience across events, tourism and regional communities. Between them, they have helped hundreds of events become stronger and more sustainable, and have worked operationally on more than 100 events across Australia and internationally.

They understand the realities of organising events because they've been in the thick of it themselves - juggling limited resources, volunteers, budgets, competing priorities and the pressure to keep making things happen. Their focus is on sharing practical ideas, tools and approaches that genuinely make events better and easier to deliver.

Find out more about the presenters [here](#).



Bring your event, your challenges and your ideas. We'll help you step back, find opportunities and turn them into practical actions you can actually use.

DAY ONE: Event Foundations & Fresh Thinking

Start by stepping back and looking at your event with fresh eyes. You'll explore the NT events landscape, current trends and what makes regional events stand out, before diving into the foundations of a strong event:

- Purpose, positioning and audience
- Strategic planning
- Financial management and revenue thinking
- Volunteers and workforce
- Event experience and practical improvements

You will walk away identifying your "10% Better" commitment.

DAY TWO: Practical Masterclass

Day Two gets hands-on. Work directly on your own event throughout two practical masterclasses.

MORNING | Marketing, Audience & Event Experience

Discover how to better understand your audiences, strengthen your event story and create a more engaging experience.

- Understand current and potential audiences
- Strengthen your event narrative and brand
- Walk through the customer journey
- Use partnerships to extend your marketing reach

AFTERNOON | Commercial Sustainability & Partnerships

Explore how to create stronger commercial opportunities and turn sponsorship into meaningful partnerships.

- Identify new sponsorship and partnership opportunities
- Package benefits that offer genuine value
- Move beyond logos to meaningful activation
- Connect with local business and community

You will walk away with a simple marketing action plan and a pitch for a new sponsor.

