



# Are You Business Events Ready?

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24 October 2018



# Different Markets, Different Strategies

## Leisure

Individual decision

Holiday, R&R

Price, access, appeal

Flexible timing

Seasonality

Wide range of standards

Leisure activities

Unique individual appeal

Agents, wholesalers, direct FITs

Tourism suppliers

## Conferences

Host decision

Business purpose

Price, access, size

Fixed dates

Different seasonality

Mainly 4 or 5 star

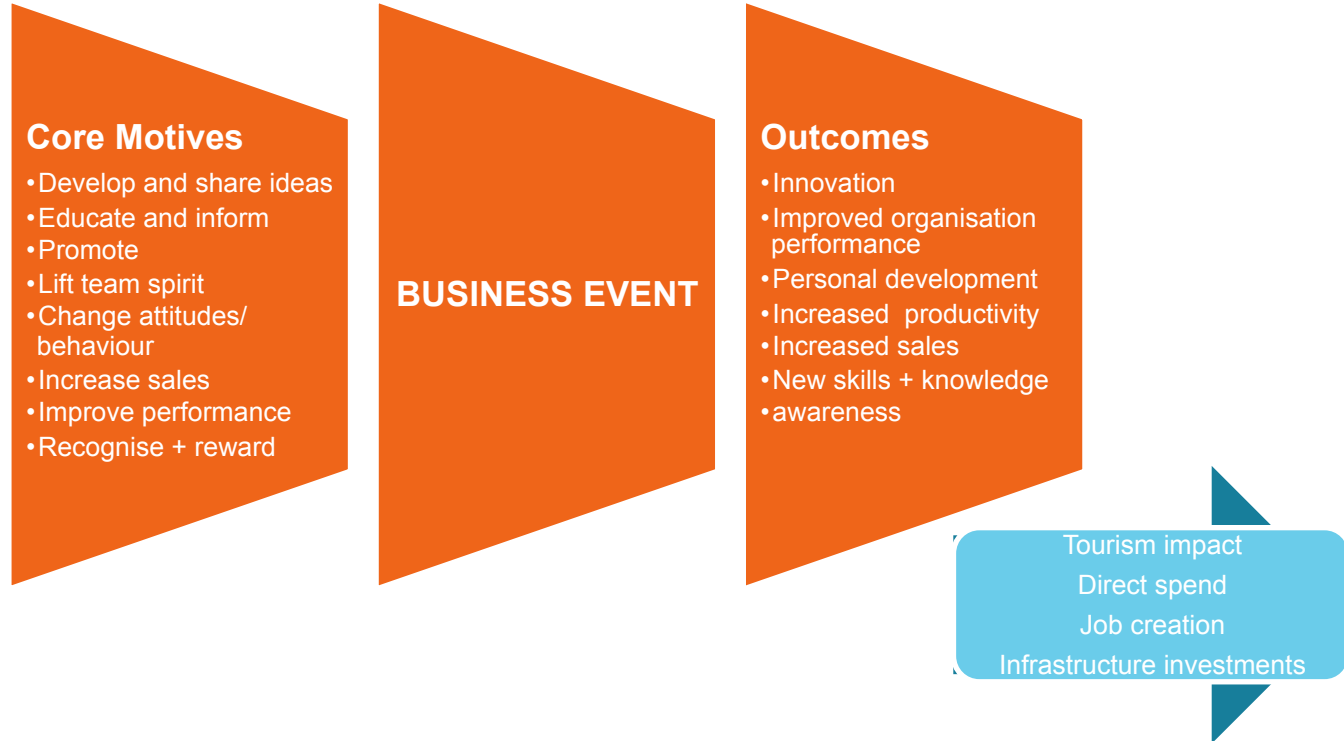
Business case

Unique group activities

Client, PCOs, CTMs

Tourism suppliers + specialists

# Key Motives & Outcomes for Business Events



## Core Motives

- Develop and share ideas
- Educate and inform
- Promote
- Lift team spirit
- Change attitudes/behaviour
- Increase sales
- Improve performance
- Recognise + reward

## BUSINESS EVENT

## Outcomes

- Innovation
- Improved organisation performance
- Personal development
- Increased productivity
- Increased sales
- New skills + knowledge
- awareness

- Tourism impact
- Direct spend
- Job creation
- Infrastructure investments

# Market Segments

## Association

- Revenue raising
- Membership contact
- Continuing education
- Optional registrations

## Government

- Policy driven
- Budget conscious
- Protocols & Processes
- Perceptions / “Optics”
- Fixed and optional regos

## Corporate

- Communicating internally
- Rewarding & recognising staff
- Boosting team spirit
- Promoting themselves externally
- Reactive to economic conditions
- Fixed numbers

## Entrepreneurial

- Niche markets
- Profit driven
- New sectors
- Anchor events/joint ventures
- Optional registrations



# Doing The Reality Check

# The Basics

What size event can you handle?

- Meeting space
- Accommodation options

What level can you handle?

- 5 star/luxury
- 4 star
- 2/3 star

How do they get here? And how long does it take?

- Air capacity
- Rail/Road

# The Basics

- How do they move around once they get there?
  - Local transport options?
- What level of internet access is available?
- Mobile access?
- What services providers are available locally?
  - Audio-visual/production/staging Companies?
  - Catering?
  - Entertainment?
  - Partner programs?

# Creating Your Matrix & Matches

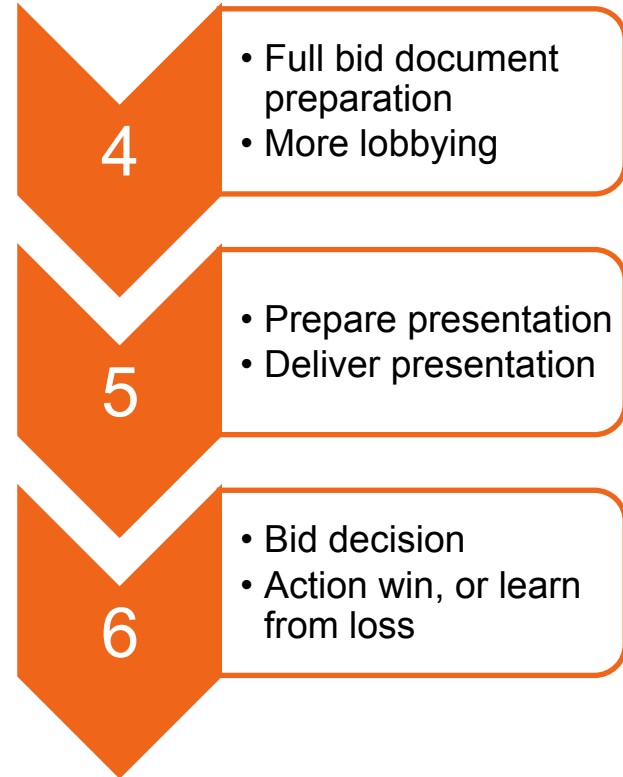
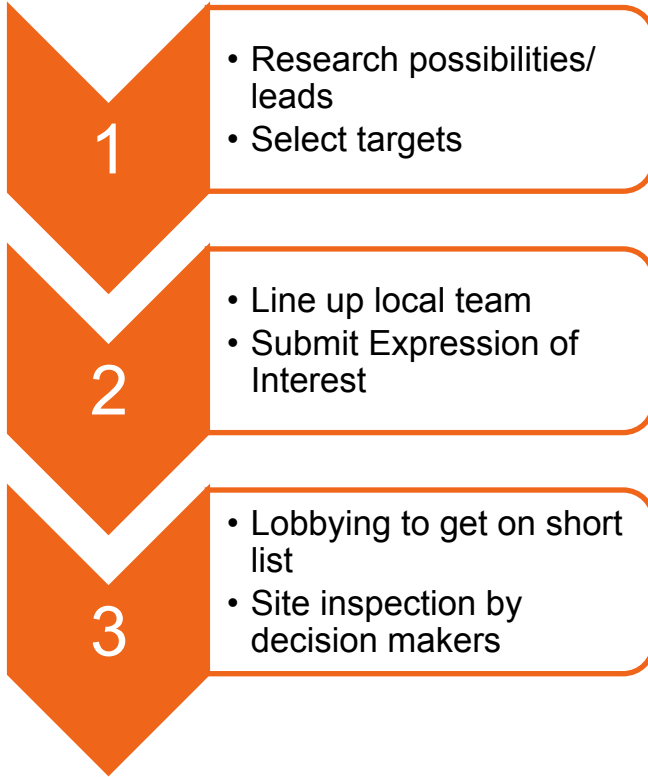
• Association	Global	Conferences	15-50 pax	5 Star
• Corporate	Asia Pacific	Courses/	50-100 pax	4 star
• Government	Aust/NZ	seminars	100-250	2/3 star
• Entrepreneurs	National	Field trips	250-500	
	State	Satellite mtgs	500-1000	
	Regional	AGMs	1000-2000	
	Local	Corporate incentives	2000+	
		In-house mtgs		
		Product launches		
		Retreats		
	Trade shows			
	Special purpose			



# Pitching for Conference Business

- Be realistic when spending time and resources on bids
- Decide on your targets
- Ensure a good fit and that you are “in with a chance”
- Can you do the dates?
- How much is it worth and how much do you want it? (event history important)
- Local support?
- What \$\$ are needed to mount a bid?
- Can you afford a site visit for the potential client?
- Any Airline or accommodation support for site visit?

# Basic Critical Path



# Conferences in Regional NSW – Recent Examples

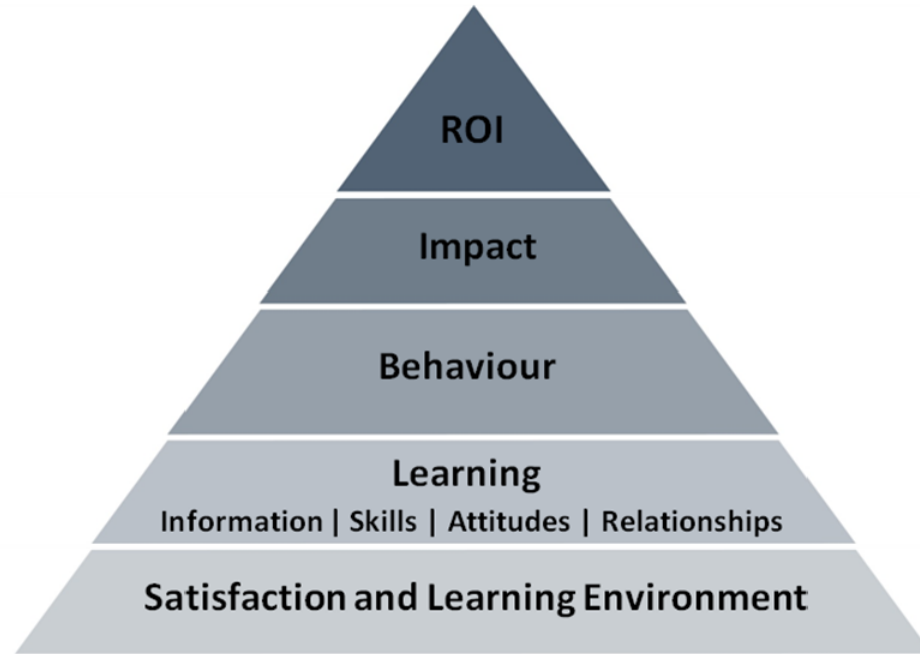
- NSW Local & State Government & Association Conferences
- NSW Environment Protection Authority – Hunter Valley – November 2018
- Association of Consulting Surveyors of NSW – Dubbo – October 2018
- Transport for NSW – Wagga Wagga – June 2018
- Planning Institute Australia – Orange – September 2018
- The Agricultural Societies Council of NSW – Penrith – July 2018
- Department of Industry – Dorrigo – October 2018
- Department of Family & Community Services – Gunnedah – October 2018
- Mathematics Association of NSW – Wollongong – September 2018
- LGNSW Water Management Conference – Armidale – August 2018
- Western NSW Health Research Network Conference – Orange – August 2018
- NSW Secondary Principals Council Annual Conference – Tweed – June 2018
- NSW Spacial Services Annual Conference – Bathurst – June 2017



# Measuring ROI

# Return on Investment – Client Measurement

- Key focus
- Objectives and measurement tools set at outset
- Beyond the basics of venue, F&B, speakers, social program ...



Source: Event ROI Institute, [www.eventroi.org](http://www.eventroi.org)

# Return on Investment – Suppliers

## Examples:

- Number of bid proposals/wins ratio
- Number of room nights from conferences
- Delegate surveys to establish spend + satisfaction
- Client satisfaction survey results
- Other “intangibles” or indirect benefits for local industry/community  
eg CSR, investment potential
- Positive media coverage.

# Return on Investment - Suggestions


- Organise client debriefing - while still onsite if possible
- Gather case studies/testimonials – can be used for:
  - PR – local paper, trade mags...
  - Marketing – website, ads, digital
- Learn from successes and failures – keep good records
- Use case studies to help train your staff
- Use results to build case for future funding.

When in Doubt – Please Contact Us.  
We Are Here to Help!

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**THANK YOU  
And  
GOOD LUCK!**

