



Destination
North Coast NSW

North Coast Business Events Update

North Coast Business Events makes a solid start before the end of 2018

Greetings Business Events and Conferencing colleagues,

As most of you prepare for the arrival of the leisure market and the Christmas holiday traffic, we thought we would take a quick moment to give you an update of some of the activities we have conducted over the last month in the business events space.

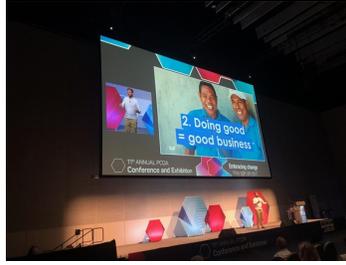
Although, technically the last month has been all about research and planning for next year, there have been a number of events that have taken place for you to be aware of.

PCOA Convention – Melbourne 10th December 2018

Last week Jacquie Burnside and Rebecca (Beck) Morley headed south on a mission to attend the PCOA (Professional Conference Organisers Association) convention that was held at the Melbourne Convention and Exhibition Centre.

Key meetings were held with the PCOA Association and Australian Association of Convention Bureaux (AACB) to explore potential opportunities as well as educating key Business Events media magazines; micenet and Executive PA on the amazing products and services that the North Coast has to offer. Additional meetings were held with PCOs and we attended industry educational sessions that were on offer. It was good to see Abbey Lees (DNSW) and Kate Wood-Foye (Sails, Rydges – Port Macquarie) flying the regional Destination North Coast BE banner!

Overall the show provided some immediate PR benefits and assisted in fine tuning the Business Plan for the initiative.



Site Inspections - Destination North Coast (South)

Last week, the team took two days out of the office to meet with operators and conduct site inspections of Business Events operators in Port Macquarie, Coffs Harbour and Mid Coast. Thank you to those operators who made their time and properties available, especially at such a busy time of year. We have some amazing venues and accommodation as well as some excellent activities and dining options. The trip provided an excellent opportunity to introduce Beck (Business Events Executive - South) to industry, hear your goals and expectations for the initiative and to experience our Business Events offering. Please note that a similar trip will be planned when the Business Events Executive (North) representative is secured in the New Year.



Business Events Survey

Thank you to those of you whom have completed our Business Events industry and local government survey. The survey has been designed to allow us to have a greater understanding of the current state of the business events landscape on the North Coast. The survey results will be used to create the benchmarks and KPI's for the initiative, ensuring that we are working to relevant and timely data. If you haven't had a chance to complete as yet, the good news is we have extended the deadline until the end of this week!

Please click here to complete:

[Industry operators](#)

[Local government](#)

Upcoming Business Events

Destination North Coast will be attending the following tradeshows in the first quarter of 2019. If you are planning on attending as well, please let us know so we can explore joint opportunities with you.

Executive PA Summit

Sydney Summit at Zest Waterfront Venues, Point Piper
12th February 2019

AIME 18-20 February

Melbourne Convention and Exhibition Centre
18-20 February 2019

Meetings and Events Australia - Evolve

Brisbane Convention and Exhibition Centre
31st March - 2nd April 2019

May we take the opportunity to thank you for such a strong start to the campaign and wish you and your family a lovely Christmas and festive season.

Kind regards

Beck, Jacquie and Michael

