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## North Coast Business Events Update - August

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Greetings Business Events and Conferencing Colleagues,

Sorry we are a little delayed with this month's Business Bites but what a month it was! Highlights include an invitation to present at the inaugural Executive PA Organisers Summit held in Sydney and of course, kicking off the first of our regional Business Event famils in Coffs Harbour!

Please enjoy your August update, read below for results and future opportunities that you might like to take advantage of and please sing out if you have any feedback or would like further information.

Thanks, Beck

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### Executive PA Organisers Summit - Sydney

The Executive PA Organisers summit was held on The Starship - Sydney, a luxury boat docked at King Street Wharf, Darling Harbour (Sydney) on Thursday 8th August, 2019. Destination New South Wales paid to attend this event and Destination North Coast were asked to join them as a support partner. This was the first time that this type of event had been held in Sydney for organisers. We thank DNSW for their kind offer for DNC to join them (and to support Abbey in her final stages of pregnancy!).

The event attracted 30 delegates on the day that were predominantly EAs and PAs from corporate companies mainly based in Sydney although there were a number that travelled from QLD as well. In addition, there were a number of PCOs who attended. The format included 12 organised appointments throughout the day with catering breaks that allowed for networking to take place.

The delegates were also able to listen to presentations that were made at the front of the vessel and facilitated by silent headphones so that the noise didn't interrupt appointments being made at the back of the vessel. Although the number of appointments was small, the quality was good with key outcomes listed below:-

#### Key Outcomes:

In attendance	Direct interactions	Leads for North Coast	Potential value - North Coast
33 delegates	12 appointments	9 leads	\$822,920 (9 leads)

You can check out the video summary of the day [here](#)

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## Business Events Famil – Coffs Harbour – 28th to 30th August

The highly anticipated first of our regional Business Event families took place from the 28-30th August in beautiful Coffs Harbour. Supported by industry and Coffs Harbour City Council, delegates enjoyed activities as varied as a scenic helicopter flight along the Coffs coastline, cultural experience with Wajaana Yaam Adventure Tours, dolphin and seal encounters at Dolphin Marine Conservation Park, a cheese-making demonstration, jet boat ride on the harbour and many fun-filled activities at the Big Banana.

They were also treated to some amazing local fare and hospitality at Opal Cove's Horizons Restaurant, Bonville Golf Resort's Flooded Gum Restaurant, and dinner under the stars courtesy of SamiKata Tents and Pacific Bay Resort. Two Tails Winery was given a big thumb's up as was the wellness session at Breakfree Aanuka Beach Resort and site inspections at Southern Cross University, C.Ex Club Coffs, Yatchies and the Surf Club.

Delegates were surveyed after the event and 100% indicated that they ranked the famil as excellent! Both overall generic feedback as well as specific operator feedback have been provided to all industry suppliers involved in the famil.

Once again, thank you to all of our stakeholders for your contribution and support in making this activity a complete success.

For a full wrap up on the event including photos [click here](#)

To view 60 seconds video [click here](#)

To view 3 minute video [click here](#)



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## August Results

Please see our monthly summary below. If you have any questions please don't hesitate to contact us for further information.

Date	New Contacts	New Leads
January	100	3
February	141	35
March	101	4
April	118	20
May	90	8

June	72	7
July	83	16
August	72	9
<b>TOTAL</b>	<b>777</b>	<b>102</b>

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### Spotlight on Business Event in our Region

**What:** Ignite Symposium – Ideas that Excite, Engage and Empower

**When:** 6th November 2019

**Where:** Kempsey – Mid North Coast

**What:** Regional Development Australia - Mid North Coast invites you to join them to inspire new thinking, vibrant conversations and to form collaborative partnerships at the inaugural Ignite MNC Symposium 2019.

The event will be held at the fabulous Slim Dusty Centre in Kempsey and embraces the theme of "Your World 2030". With a full day program, attendees will hear from a stellar line up of speakers sharing their future insights across Business, Skills and Place. The day offers activations to engage the audience in future facing concepts.

The speaker line up, event program and all things Ignite MNC can be found at <http://rdamnc.org.au/ignite/>, with more updates added as the event nears!

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### Industry News

We would like to introduce, Adriana Perabo to our stakeholders as the new Business Development Officer of the Regional Conferencing Unit - Destination New South Wales. Adriana, who started officially on 26th August will be replacing Abbey Lees who is off on maternity leave. We would like to wish both ladies all the best in their new endeavours.

Adriana can be contacted:

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### Industry Resources

#### Business Events E-newsletters

Due to popular demand, we have now archived all of our Industry newsletters on the website for your perusal. [Click here](#) to check them out

#### Professional Development Webinars – Meetings & Events Australia

With our strategic partnership with MEA, we have secured 5 complimentary sessions for the next upcoming Professional Development webinar taking place on Wednesday 25th September from midday until 1.00pm. In this session you will learn how to set yourself above the rest of the pack and how to best go about winning a MEA award! This webinar will help you discover the kind of questions to answer, find out what the judges are looking for, how and when to apply and what to do with all of the exposure of the award once you have won! Presented by Ian Stuart and Alan Hay. [Download the flyer here](#)

To book your free ticket, please email [Beck](#). Please note, first in best dressed and limited to 5 only. Those who are interested but are outside the first 5 complimentary tickets can book directly with MEA the a non member rate of \$20 per person [at this link](#).

[Click here](#) to subscribe to Tourism Australia Business Events newsletter that is distributed once a quarter to industry providing updates for those involved in the Business Events industry.

#### **Meet in Regional NSW - Conferencing Supplier Directory**

A free listing for businesses who supply products and services to the conference industry in regional NSW is now available on the [Meet in Regional NSW](#) website! The Meet in Regional NSW website is the premier directory for [venues](#) and services for this sector in regional NSW. All you need to do is complete the [Create Your Supplier Listing](#) form on the website.

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#### **Upcoming Business Events**

##### **Executive Assistants Network - Brisbane - 4th and 5th September 2019**

As Beck will be required at the Port Macquarie famil, Jacquie will head to The Pullman Brisbane to talk to a number of EAs and PAs about the benefit of hosting a business event on the North Coast and the array of amazing services and venues that our stakeholders provide. EAN is a well-respected industry membership association for EAs and PAs.

The day will consist of formal professional development presentations, networking and knowledge exchange on the exhibitor floor during catering breaks.

[Click here](#) for more detail.

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