



## North Coast Business Events - May and June

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### Greetings Business Events and Conferencing Colleagues

In this edition of Business Bites, we look at a summary of activities that have taken place over the months of May and June. As you know, Bree left us in May and Beck has taken up the mantle of representing the whole of the North Coast, now working in a full time capacity to facilitate this.

We have had the pleasure of catching up with many of you recently on Northern site inspections as well as at our professional industry days in the South. All in all, it has been a very encouraging couple of weeks watching the Business Events footprint grow in business and confidence across the North Coast.

As the end of June also marks the end of Q2, please be sure to review our snapshot of results and, as always feel free to reach out with questions and feedback.

Thanks Beck

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### Release of Quarter Two Results

Our Business Events initiative has had another dynamic and fruitful quarter and results have been released. Building on the success achieved in quarter one the initiative has secured five events that will see 465 delegates stay on the North Coast for a combined 5,580 nights. These events will in turn deliver an economic impact in excess of \$435k for the region.

In addition to the business secured the team have been working extremely hard in sourcing, qualifying and servicing leads for future events for the region. Through attendance at trade events and via over 230 calls, eighteen leads for potential events that would deliver 3,305 incremental visitors with a combined potential economic impact of over \$3.4 million have been chased. Throughout quarter three we will continue to chase this business in view of converting to confirmed events.

Please [click here for report](#) and as always, please reach out with any questions and / or feedback.

### Your Business is My Business - Professional Industry Days

We have spent some time recently in region with the hosting of "Your Business is My Business" professional industry development days. We would like to extend our thanks to all of you who attended on the MidCoast - Tuesday 18th June, Greater Port Macquarie - Wednesday 19th June and Coffs Harbour - Thursday 19th June.

The format of the day allowed operators to experience and learn a little more about each other's

products and services on site inspections, followed up by Destination North Coast update and casual but tasty lunch! We also enjoyed an update from Helen Parker of Destination New South Wales and Nicky Rasmin of Meetings & Events Australia - we thank these ladies for their amazing contribution to these events.

The team at DNC are buoyed by the feedback we have received with 90% satisfaction across the region after the events. Please see below for Northern Rivers events and dates.

## May and June 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
TOTAL	622	77

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## Spotlight on Business Event in our Region

**What:** Australian Festival Industry Conference (AFIC)

**When:** 24th October 2019

**Where:** Opal Cove - Coffs Harbour

**What:**

The 24th October 2019 in Coffs Harbour will see a gathering of anyone who works in the business of organising, or supplying services and infrastructure to festivals and major events (including music, arts & culture, food, etc.).

Attendees will have the chance to learn from some of the country's most experienced professionals around legislative changes, operational developments, event management technology advances, volunteer management strategies, and more. The event aims to discuss key national issues facing the industry, in addition to facilitating professional development of, and the promotion of careers in festival management.

Find further information [here](#).

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## Industry News

Destination North Coast will be attending Corporate PA Summit at Sydney Hilton on 31st July. We are happy to announce we have negotiated a 10% discount for North Coast Business Events stakeholders should you choose to attend this event. Just follow this [link](#) and include code DESTNC10 under comments on the registration page on the website to receive discount.

We look forward to seeing you there!

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## **Industry Resources**

### **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 - Influencer Marketing - A beginner's guide on what it is and how to get started!! The marketing channel has proven itself here to stay, but it's not without some key challenges. Danielle Lewis, CEO of Scrunch, will dive into what Influencer Marketing means in 2019 and how we, the events industry can use key strategies to our advantage.

To book your free ticket, please email [Beck](mailto:beck@mea.com.au). 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 as non member rate of \$20 per person at this [link](#).

### **Business Events Australia**

[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**

### **Associations Forum - Canberra**

15th - 16th July 2019

Destination North Coast will be attending this event in conjunction with Destination New South Wales. The Associations Forum brings together over 500 associations, charities, clubs, societies and not-for-profit organisations to provide knowledge and resources for delegates attending this event.

### **Your Business is My Business - Northern Region**

Please note RSVPs are due by 17th July so please check out invite via this link. We look forward to seeing you!

**Northern Rivers - Byron Bay**    Wednesday 24th July    Cavanbah Centre, Byron Bay

**Northern Rivers - Lismore**    Thursday 25th July    Gordon Pavilion, Lismore

### **Corporate PA Summit - The Hilton, Sydney**

31st July 2019

Destination North Coast will be attending this event on our own booth and will be in a position to speak to over 500 EAs and PAs about their potential business needs. Please let us know if you are planning on attending this event as we have had interest shown.

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## **Contact details**

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