

## Business Events Update #13

Destination North Coast <admin@dncnsw.com>

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To: Admin - DNC <admin@dncnsw.com>



# Destination North Coast NSW

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## North Coast Business Events Update #13

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Greetings Business Events and Conferencing Colleagues,

Welcome back to not only the beginning of the year but also the beginning of the new decade!

The Business Events Team (and of course the broader Destination North Coast team) are more than aware that many of you are still recovering from a downturn in business from drought, fire and now coronavirus. Whilst we don't want to down play any of these serious issues that many of you are facing, we feel we are best placed to help by "getting on with the job" and doing what we do best; that is delivering you business event enquiries that can translate into business to help in the recovery process! In saying that, we do support and acknowledge the marketing campaigns and initiatives that have been developed through NSW Business Chamber #backingthebush and Tourism Australia #eventherethisyear campaigns (click here for [toolkit](#)) and will use these throughout the year to encourage our clients to take their business events into regional NSW and more specifically, the North Coast.

We would also like to welcome those operators who have joined us again for the 2020 campaign and we would specifically like to welcome our new members, an additional 32 venues and suppliers who are new to the program this year – what a show of support – thank you!

So as you know, we use this piece of communication to report monthly on what activities and successes the team have had. Michael Thurston, General Manager, Destination North Coast (DNC) also sent out the final quarterly report for last year in January so if you haven't received this report please reach out and we will happily resend. Given that January is traditionally a leisure month, the DNC team took the opportunity to catch up for our annual planning day in The Tweed to organise our calendar of events, budgets and acknowledge the unique array of suppliers and venues that we represent and how to best give value to all of our stakeholders. We then attended the first of our client activities with Beck at Meeting Events Australia's (MEA) Kick Off event in Sydney at the beginning of the week. Whilst it has been a little slower over the break, our efforts and presence at tradeshows definitely ramps up in February with the team attending Executive PA Summit in Sydney and of course, AIME in Melbourne.

So sit back, grab a cuppa and enjoy the newsletter... and do please sing out if you would like

further information on any of the content.

Yours in all things Business Events,  
Beck and Heath

## Business Events Planning Day – The Tweed – 24th January 2020

Beck, Heath, Jac and Michael all took some time out to start the year off on the right foot with a BE planning day held at Peppers Salt Resort & Spa, Kingscliff recently.

The day was designed to allow us to review our stakeholder feedback and activities from the pilot program last year and to look at new opportunities for 2020. We are excited to develop our #emptyesky campaign (see below) out of this meeting as well as reviewing our new collateral with eco-friendly usbs, development of a [new flyer](#) and of course finalise our [calendar of events](#) for the first 6 months of the year.



### Meetings and Events (MEA) Kick Off – Sydney

An amazing night of networking was held on Tuesday 4th February at the stunning Gardens by Lotus, located in the Chinese Gardens of Friendship in Sydney for MEA's Kick Off event.



It was great to see so many familiar faces (and many new ones) come together to start the year off with a bang with over 120 people attending. It was also refreshing to see and hear the messaging being relayed back to city corporates to play their part in the bushfire recovery process by booking their corporate events regionally, buying corporate gifts from regional areas and supporting with visitation wherever possible.

## Commitment To Bushfire Recovery

We are excited to share with you our #emptyesky campaign that Destination North Coast Business Events will be launching at AIME in Melbourne this month.

For those of you whom may be unfamiliar with [#emptyesky](#) it is a program designed to encourage people to visit fire affected areas; stay and stock up with regional local produce from the area they have visited. Taking slight “creative” license on the theme, DNC BE has sourced 2 locally produced goods from each of our 14 local government areas and will fill these eskys with this produce and gift these back to our event managers this year at sales calls and at tradeshows. The esky pays tribute to our local government supporters as well as showcasing some of the amazing food and beverage options that are being produced along the North Coast. The esky's contents can be shared with clients and then the #emptyesky can be taken back to our region to refill. The esky will highlight DNC branding and feature [#backingthebush](#) and [#eventherethisyear](#) messaging as well.

Look out for these eskys in MICE media as we have secured great PR value thus far!

## January 2020 Results

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

<b>Date</b>	<b>New Contacts</b>	<b>New Leads</b>
<b>January 2020</b>	16	5
<b>Total</b>	16	5

## **Upcoming Business Events**

### **Executive PA Summit - Sydney - 11th February 2020**

Heath is preparing to attend the first of our official tradeshows for 2020 in Sydney being Executive PA Summit.

The format of the day includes 12 face to face appointments as well as networking with another 40 EAs and PAs. Although small this show has traditionally produced solid leads for the North Coast so we are looking forward to attending this one and sending through briefs in the week after next.

[Click here](#) for more detail.

### **AIME - Melbourne - 17th to 19th February 2020**

One of the largest events in our activity calendar; Asia Pacific Incentives Meetings Events (AIME) will be held in Melbourne from 17th to 19th February.

Both Beck and Heath will be in attendance to support our North Coast operators whom include; Byron at Bryon, Elements at Bryon, Rydges - Port Macquarie, Coffs Coast operators, MidCoast operators and Tweed operators. We will be attending knowledge exchange sessions, meeting with clients and media and assisting operators and Destination NSW source and convert those enquiries for the North Coast.

[Click here](#) for more details.

## **Upcoming In Region Activity**

### **Business Events Workshop - MidCoast - 12th February 2020**

At the invitation of MidCoast Council and Great Lakes Tourism Industry Association, Beck will make a presentation to emerging Business Events venues and suppliers on the MidCoast at Moby's Beachside Retreat. The morning will include presentation, followed by workshop session on how operators can work more closely in this space.

If you would like either Heath or Beck to speak with your stakeholders please reach out.

### **Post AIME Business Events Famil - The Tweed - 20th to 22nd February 2020**

Heath will be escorting a group of Event Managers on post famil back to The Tweed after AIME. The program is looking fantastic with 12 delegates confirmed; made up of both international and domestic buyers keen to experience the North Coast!

## 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 26<sup>th</sup> February at midday.

This seminar is being presented by Nicole Walker – Chief Operating Officer of Arinex who will present “Managing Events in a Crisis!”; a timely one for our stakeholders.

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 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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