



Destination
North Coast NSW

North Coast Business Events – April #15

Greetings Business Events and Conferencing Colleagues,

Well, what a difference 4 weeks has made from our last Business Events enewsletter and rather than delve into the current COVID-19 crisis any further, we thought we would just focus on some positive news in this edition of Business Bites #15.

Please note, it would be irresponsible for us not to acknowledge the quantity of leads that have either paused or closed and that follow up that has come to a virtual stand still, but please be assured that the team have been able to apply some extra time to put into administration tasks such as qualifying databases, revising our communications strategy & budget and integrity checking our CRM system.

Whilst we are facing unprecedented circumstances we are pleased to have distributed our Quarter 1 report, launched our #allinthistgether morning tea zoom calls and developed a Business Events resource section on the website so that you can access specific BE tools to help you continue your professional development - all of which you can read more about below. Enjoy the update...

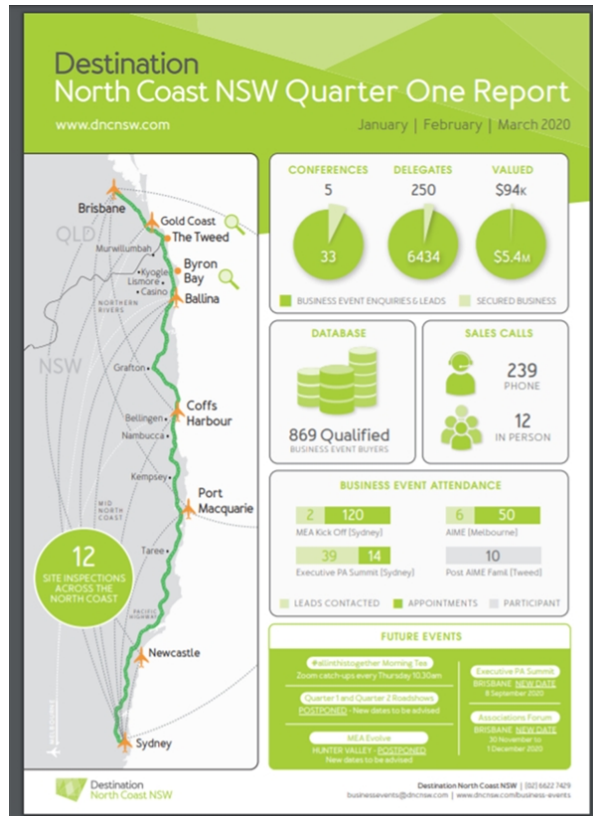
Happy Easter to you and yours,

Beck and Heath

Quarter 1 Report

This week we were pleased to distribute the Quarter 1 report for 2020 and whilst our enquiries stopped around the 13th March, we still managed to generate \$5.4M worth of enquiry before this date. As we have communicated with many of our internal and external stakeholders, we feel confident that

most of the business has been 'postponed' rather than 'cancelled' altogether and the team will be ready to act as soon as the market rebounds. If you haven't received this email update from Michael as yet, please contact [Beck](#) or [Heath](#).



#allinthistogether Morning Tea Calls

With our “adapt and change” attitude, the team have developed #allinthistogether morning tea zoom calls in an effort to keep our group of stakeholders feeling connected and valued. We are aware that many of our people are either no longer working or have greatly changed their working hours and locations but we do hope that our community can still join us every Thursday morning 10.30am for an informal catch up.

Please download and import the [iCalendar](#) (.ics) files to your calendar system.

[Join Zoom Meeting](#)

ID: 692 735 558

Please see below for upcoming schedule of speakers for the rest of the month and please let us know if there is a particular topic of interest that you would like us to cover during this time.

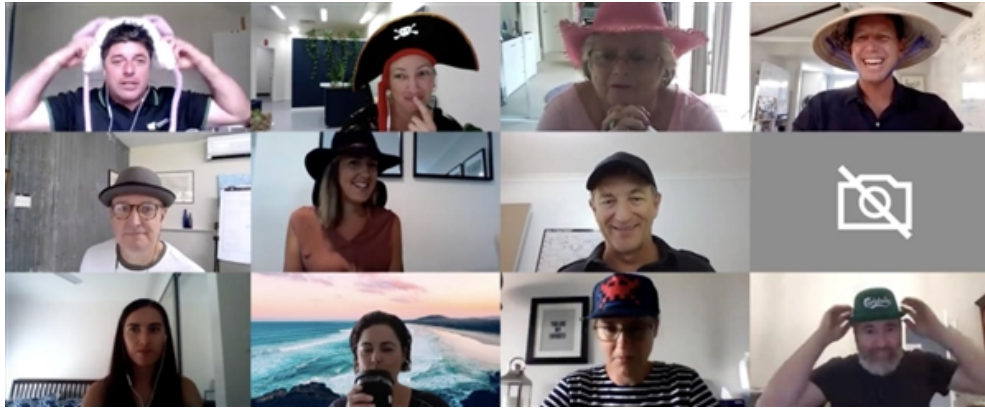
- Thursday 9th April 10:30am Lynne Schinella www.lynneschinella.com.au
- Thursday 16th April 10:30am Nicky Rasmin [Nicky Rasmin LinkedIn](#)

Thursday 23rd April 10:30am Helen Parker

www.meetinns.com.au

Thursday 30th April 10:30am Kerri Rodley

www.wellbeingworkshops.com.au



Good News Coverage - MICE Media

The DNC BE team continue to share the good news stories with our MICE media during this time. It is a unique time to “talk” to our marketplace in a slightly different way and we would encourage our stakeholders to let us know of any changes or updates that are happening in your business that we can share on your behalf. Recent coverage includes Executive PA magazine (as seen below) and mice.net to name a few.

"Make my sanitiser a double"

The public's scramble to scoop up as many bottles of hand sanitiser as possible has caused a severe shortage of the essential product.

Some nimble distilleries have stepped up to the plate and started using their kit to develop high-quality hand sanitiser for essential workers and the general public.

[Husk Distillers](#) (the producers of Ink Gin) out of Tumbulgum and Byron outfit, [Cape Byron Distillery](#) (the minds behind Brooke's Byron Gin) have both switched gears to help produce sanitiser for locals on the NSW North Coast and further abroad.



BE Tools now available on DNC Website

Whilst many of us aren't necessarily working on our *product* at the moment, it is an important time to work on our *people*. How many times have we said “I never have enough time to listen to that webinar or continue my professional development training?” Well now we do! The DNC team have re-negotiated our partnership with Meetings & Events Australia (MEA) and can now provide free of charge access to member resources including professional development webinars and presentations that are hosted on the MEA TV platform. To access

the new resource page please [click here](#) and follow the login details listed on the page.

March 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 2020	16	5
February 2020	33	21
March 2020	0	7
Totals	49	33

Industry Resources

Business Events Enewsletters: 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.

Complimentary Webinars for Ongoing Professional Development and Training
As part of our continued commitment to ongoing professional education, DNC are offering complimentary registration to MEA's upcoming webinar series. As MEA understands there are many unknowns out there about how to function in this current COVID environment, and, in response, have provided more frequent webinars, answering industry's need. We encourage you to peruse the upcoming content of this webinar via this [link](#) and email either Beck or Heath if you are interested.

MEA webinar: [Don't Expect to Stay Calm During This Challenge](#)

When: Thursday 9th April 12.00pm – 1.00pm

Content: [Click here](#) for further detail

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 [suppliers](#) for this sector in regional NSW. Click on the link appropriate to your business and update your listing. Let us know if you need any help with this.

Upcoming Business Events

Due to the change in the Events calendar for this year we have updated on the website to assist with your planning. Please [click here](#) to view.

Contact details:

Rebecca Morley

Business Events Executive

E: rebecca.morley@dncnsw.com

M: 0401 720 120

Heath Batterham

Business Events Executive

E: heath.batterham@dncnsw.com

M: 0432 630 120
