



Destination  
North Coast NSW

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## North Coast Business Events Bites October 2020

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As the books were closed on October and business progresses further into the fourth quarter of 2020, there are a number of reasons to remain optimistic for the Business Events sector.

The Business Events program increased its reach by almost 500 new contacts as the client databases from Events Uncovered (Sydney) and Executive PA Summit (Brisbane) were loaded into the CRM system and the team continue to work on the high quantity of leads from these tradeshows for our Business Events partners.

The Destination North Coast Business Events team is proud to launch the *Reboot Roadshow*, an initiative designed to bring clients and industry stakeholders back to the discussion tables in view of accelerating the return to business events as usual. Back in March, eighteen months worth of sales pipeline was wiped out across the industry and the time has come to begin rebuilding.

We encourage you to read on and take advantage of the opportunities and initiatives developed for the business events community.

Warm regards  
Beck and Heath

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# REBOOT ROADSHOW

**1 December 2020**

*Reboot Roadshow* - 10:00am - 3:00pm

One-on-one Client/Buyer appointments - 3:00pm - 5:00pm

Click [HERE](#) to Register for FREE

The Destination North Coast team warmly invite all in the Business Events community to attend virtually and support a full “Reboot” of North Coast business events on a platform designed to establish business prospects across the whole sector and begin to refill the collective sales pipeline.

The event will feature an inspiring keynote, destination profiles, one-on-one meetings, wellness and teambuilding activities, prizes and competitions together making the perfect environment to conduct business. Facilitated one-on-one meetings will match client requirements with relevant regional stakeholders.

Please support Destination North Coast's planning and [Register Early](#).

To assist with building your profile in the Virtual Exhibition, an email will be sent this week giving access to the Exhibition Portal App and a request to upload the following details **no later than Friday 20<sup>th</sup> November**

- Colour logo (jpeg)
- 50-word profile
- Sales Kit (PDF) 10MB maximum
- Promotional video (url)

On the 28<sup>th</sup> November registered stakeholders will receive a pre-scheduled meeting diary, which will be established by the Destination North Coast team. Stakeholders must nominate one contact to manage appointments and one member to be available throughout the day to connect with clients, as they will have the ability to interact with you directly in the virtual exhibition space.

More information will be released in the lead-up to the event.

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## **Prospectus 2021 - Destination North Coast Business Events**

No other year has presented as many or the scope of challenges for our sector as 2020. Through our Business Events program and the collaboration with our stakeholders we have provided a united front for Business Events on the North Coast and in turn mitigated many of the challenges faced or reduced the impacts of others. It will come as welcome news that the program will return to its usual business development focus in 2021.

The prospectus for the Business Events partnership program for 2021 will be released on 14 December and will outline a full calendar year of sales and industry representation and lead generation, industry development and advocacy.

Now more than ever we are committed to continuing to deliver a high level of value to our partners through this award winning program. To achieve this goal we need the continued support of our stakeholders and we look forward to collaborating effectively again with you in 2021.



### **Successful Business Events in October**

With the easing of restrictions, the Country Surveyors Association went ahead with their conference held at the Mantra Salt Resort, Kingscliff from 8-10 October 2020.

The Mantra Salt Resort maintained the health and safety of the Country Surveyors Association as their priority and rolled out their highly effective Covid-19 Safety Plan.

Destination North Coast are proud to have received glowing reports.

This wonderful success story for the business events sector also showcased a full partner-program including surfing and golf as well as great local food and drink. A snapshot of operators included in the program were:

- Farm & Co.
- M | Arts Precinct
- Mavis's Kitchen

- Husk Distillery
- Tweed Eco Cruises
- Tropical Fruit World
- Fins at Plantation House

This great Australian Association showed dedication, initiative and commitment to their members and also to the Business Event industry at a time of significant challenges.

We thank the Country Surveyors Association for their support!

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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.

### **Business Events Australia**

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

### **MEA Training**

Don't forget, 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.

### **Guide to Hosting Virtual Events**

With many of us pivoting into the virtual and hybrid event space, it seems timely to share this resource with our stakeholders. Our friends at Inspire Speakers have shared their learnings on hosting their recent virtual event and provided us with The Ultimate Guide to "Nail Your Virtual Event" that outlines top tips to consider when planning and exEcuting your event. We will certainly be reviewing before our event in December. Please click [here](#) to download.

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### **October Results**

<b>Date</b>	<b>New Contacts</b>	<b>New Leads</b>
January 2020	16	5
February 2020	33	21
March 2020	0	7
April 2020	243	1

May 2020	9	14
June 2020	17	3
July 2020	1	8
August 2020	2	3
September 2020	31	11
October 2020	490	2
<b>TOTAL</b>	<b>842</b>	<b>75</b>

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### **Meet in Regional NSW - FREE 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. Please note there is also a new section on the website whereby you can upload specials and promotions. Please [click here](#) if you are interested in submitting a deal and please remember to inform Beck and Heath too! Let us know if you need any help with this.

Destination NSW also provides a brilliant resource to assist in the Development of Business for the Tourism Sector. Click [here](#) for more information.

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