



Destination  
North Coast NSW

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## North Coast Business Events Bites November 2020

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As the holiday period fast approaches, many among us will be pleased to see 2020 in the rear-view mirror. It has however, still been a busy time for the Destination North Coast Business Events team.

Our successful bid for Tourism Australia's Business Events Boost Fund continues to support promotion of the North Coast across the industry's top media outlets which is driving considerable enquiry.

The North Coast *Reboot Roadshow* held virtually on 1 December 2020 was an initiative developed to accelerate awareness of the business events product, generate leads and promote our readiness to reignite the sales pipeline.

The team also attended PCOA20 this week which provided valuable insights into the future of our industry and consolidates our knowledge that face to face meetings will be in demand more than ever.

The Destination North Coast Business Events prospectus for 2021 is due out next week and we are looking forward to sharing plans for a very different year.

The business mix for many of our stakeholders shifts heavily towards the leisure market over the summer school holiday period and we wish you every success. Just as importantly, we wish you a fabulous Christmas and New Year with family and loved ones all.

Warm regards  
Beck and Heath

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The Destination North Coast Business Events team would like to thank all of stakeholders who were actively involved in the *Reboot Roadshow*. We have had very positive feedback from clients, many of whom expressed genuine interest in the breadth of our region and the quality of our industry.

More than 200 registrations were received, significant digital content was developed, presented and archived for future use, and attendees were inspired by the presentations of our keynote speakers, Stu Atkins, Sophie Renton and Tim Jack Adams.

We were proud of stakeholder attendance on the day which only added to the frustration we experienced with client engagement in one-on-one appointments. Beck and Heath have commenced follow up calls to all registrants who did not attend appointments with the expectation that these will be completed by 18 Dec 2020. These calls have already begun to yield positive results.

The *Reboot Roadshow* highlights just how ready we are to return to business as usual across the North Coast. Client interest is strong and confidence for bookings beyond February/March is growing rapidly. Your Business Events team will continue to lead the charge for the full Reboot of Business Events.



**KEEPING  
AUSTRALIA  
MEETING**  
**MEMBER 2020**

The Destination North Coast Business Events team attended PCOA20 this week; Beck in person and Heath, virtually.

The PCOA20 conference theme, "Flexibility is the Future - Live, Local and Connected" provided a much-needed platform for the business events community to come together to learn, connect, network and develop in adversity.

This unprecedented year has proven there is nothing more important than being together and sharing experiences. It's therefore anticipated that the easing of restrictions will yield positive results for the business events community.

The theme for PCOA20 centered around the rebound and recovery of the sector. For the foreseeable future, the industry will have to be flexible in its approach to how events are staged and managed, there will be a combination of in person and hybrid events and a heightened awareness of the importance of connectivity will continue.

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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.

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### **Stakeholder News - Eléme Day Spa Opening: Byron at Byron**

Byron at Byron, a Crystalbrook Collection Resort, will unveil a new Eléme Day Spa on Wednesday 16 December following the Resort's \$6 million refresh.

With a philosophy immersed in nature, Eléme Day Spa, Crystalbrook Collection's signature spa brand, offers bespoke facial and body therapies using the internationally renowned Sodashi skincare range. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

[Link to Media Release.](#)

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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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## November Results

Date	New Contacts	New Leads
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
November 2020	3	3
<b>TOTAL</b>	<b>845</b>	<b>78</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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