



# Destination North Coast NSW

## **BUSINESS EVENTS BITES #41** **September 2022**

So far this year, the activity schedule for your DNC team has focused heavily on proactive trade show attendance, hosting of famils and delivery of the Reboot Roadshows with the primary purpose of securing new business events for the region. The results from this activity have been measured in record breaking lead generation and the establishment of a very healthy sales pipeline with the more familiar twelve-to-eighteen month lead times. September is a great case in point with thirteen new leads representing \$2.1M in estimated economic impact for the region and almost six thousand delegate nights.

The focus has now shifted to conversion strategies, shortlisting of destination and venue choices, provision of detailed client specific information and negotiations on behalf of our business events partners.

Looking ahead, DNC will attend the Event Organisers Summit in Melbourne on 20 October and there is reason to be optimistic in the expectation of even more leads for the North Coast as a result.

Please read on for your monthly update from the DNC Business Events team.

Warm regards  
Heath and Kel

### **DNC Business Events: Lead Activity Summary** **September 2022**

<b>Sep-22</b>	<b>Enquiries</b>	<b>Delegate Nights</b>	<b>Estimated Revenue</b>
Converted Leads	0	0	\$ -
New Leads	13	5,910	\$ 2,103,960

### **2022-23 Activity Calendar**

Activity	Location	Date
North Coast Tourism Symposium	Grafton	28 July 2022
Event Organisers Summit	Sydney	11 August 2022
Q3/Q4 Roadshow - Rescheduled	Brisbane	23 August 2022
Event Organisers Summit (rescheduled)	Melbourne	20 October 2022
PCOA	Hobart	11-13 December 2022
AIME	Melbourne	13-15 February 2023
Event Organizers Summit	Brisbane	16 March 2023
Executive PA Summit	Melbourne	11 May 2023
Get Local	Sydney	22-23 June 2023
MEA Evolve	TBA	TBA

Completed Activity
Future Activity

### A fond farewell to Kelly Sutton

The delightful Kelly Sutton who has been DNC's Business Development Executive in the Business Events space looking after our regions from Coffs Harbour to the south is leaving to focus on her family business and we are really going to miss her.

Kel joined the team during an exceptionally busy time for your DNC team with clients locking in business events and rescheduled trade shows, roadshows and famils all imminent on the activity schedule and with her help, the partnership has produced record breaking results. We hope you'll join us in wishing her all the very best with her future plans.

Kel's departure also means we are recruiting!

### Join Our Team DNC Business Events Business Development Executive

The primary aim of the Business Events Business Development Executive is securing Business Events for the North Coast. In addition, they will increase collaboration within sub-regions, improve the bid success ratio, represent the region and deliver initiatives that will lead to upskilling of industry.

Working with professional conference organisers, corporate organisations, meeting planners and directly with business clients, they will assist in bidding for and delivering these events.

The Business Development Executive will be employed on a 12-month contract based on 20 hours per week. The role is suitable for a 'work from home' candidate who can travel throughout the Mid North Coast Region on a regular basis.

Applications close at 5pm Monday 24th October 2022.

To apply, please click the 'Apply Now' button. Request a full job description or apply via email at [info@dnensw.com](mailto:info@dnensw.com)

Apply Now



## CONGRATULATIONS

### Forest Byron Bay receives top gong at restaurant industry awards

[Forest Byron Bay](#) has won the **Regional Contemporary Australian Restaurant - Formal** category at the 2022 NSW Australia Restaurant & Catering Hostplus Awards for Excellence. Congratulations to Chef Jordan Staniford and the Crystalbrook Byron team for this well deserved award.

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## Cape Byron Single Malt

Another great reason for our business events clients to visit Byron Bay!

Co-created by one of Scotland's most awarded Master Distillers, Jim McEwan and Cape Byron Distillery Co-founder and distiller Eddie Brook, this Australian adaptation on a classic Scottish whisky is truly remarkable and unique to the terroir of the Byron Bay region.

After the exclusive launch tour, Cape Byron Whisky will finally be available online and at independent liquor retailers around Australia.

[Visit the website](#) today for a look at the two newest additions to the fabulous products in the Cape Byron Distillery range.



### Keep Your MeetinNSW Listing Up To Date

Meet in Regional NSW is a free marketing resource for venues, accommodation providers and operators servicing the business events industry. The site is supported by the extensive digital distribution strategies of Destination NSW and all partners are encouraged to keep listings up to date and relevant for business event industry bookers..

If you have not done so already, register to list your business on Meet in REGIONAL NSW for free by clicking the link below:

[Click here](#)

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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's 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.

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