



Destination North Coast NSW

BUSINESS EVENTS BITES #42 October 2022

October was another positive month for the Business Events sector with positive narratives delivered through media, industry bodies and government partners and your DNC team continuing to generate strong leads for new business. Our partners are busily delivering actual conferences in these traditionally peak months and clients are learning the importance of flexibility again as they vie for preferred dates in the coming years.

Your DNC team also attended the long awaited return of the Event Organisers Summit in Melbourne on 20 October and we look forward to representing our partners at the PCOA22 Conference and Exhibition scheduled for December.

Read on for your copy of the Quarter One Report and your regular updates on all things Business Events!

Warm regards
Heath

DNC Business Events: Lead Activity Summary October 2022

Oct-22	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	1	900	\$ 320,400
New Leads	8	3,426	\$ 1,219,656

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	Melbourne	20 October 2022
PCOA	Hobart	11-13 December 2022
AIME	Melbourne	13-15 February 2023
DNSW Post AIME Famil - South	Port Macquarie - Coffs Harbour	15-18 Feb 2023
DNSW Post AIME Famil - North	Ballina - Tweed	15-18 Feb 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



Destination
North Coast NSW

Quarter One Report

www.dncnsw.com

Jul | Aug | Sep 2022

**First Quarterly Report Released
July - September: 22/23 Financial Year**

The program has followed the positive end to the previous financial year with a strong first quarter of this year. During the first quarter 24 new leads were generated representing a potential economic impact of \$3.49M and 8 leads were secured representing \$1M in estimated economic impact from a total of 1,277 visiting delegates.

Your DNC team hosted a successful Reboot Roadshow event in Brisbane and attended the productive Event Organiser's Summit in Sydney.

Click on the link below for a more detailed review of the Quarter One Report.

[Click here](#)



Event Organisers

Event Organisers Summit - Melbourne

The Melbourne Event Organisers Summit was held on 20 October at the Victoria Pavilion in the Melbourne Showgrounds.

The event generated 4 pipeline leads for the North Coast valued at \$603,680 and representing 1,780 delegate nights for the region. The smaller than usual volume of leads generated reflect the tough Victorian context for business events, however, there is healthy optimism for this market as it continues to recover and your business events team look forward to sourcing new leads for partners on into 2023.

For more information on the Event Organisers Summits, click on the link below:

[Click here](#)

14TH ANNUAL
PCOA Conference & Exhibition

11 - 13 December 2022
Hotel Grand Chancellor Hobart

Tasmania

A breath of fresh air

PCOA22 Conference & Exhibition 11-13 December 2022

PCOA22 will focus on sustainability and collaborations whilst covering key trends and opportunities for the business events sector. The conference will cover what's new in attendee experiences and review actual, virtual and hybrid event case studies with leaders in the industry.

PCOA22 is expected to go beyond the buzzwords and offer an education program filled with practical learnings, take-aways and solutions from the best industry thought leaders as they share knowledge and new ideas.

Your DNC team plans to share practical ideas and key learnings with our partners after this much anticipated conference in early December. Click on the link below for more information on PCOA22.

[Click here](#)



BUSINESS EVENTS
AUSTRALIA

Business Events Australia - Industry Update

Business Events Australia presents regular updates on Tourism Australia's current marketing and distribution activities to grow and support Australia's business events industry and they are always keen to hear about what's happening in our region. Please continue to share your news and updates with our representatives on bea@tourism.australia.com.

For more information and to catch the latest update, please click the link below:

[Click here](#)



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](#)

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.



Heath Batterham

Business Events Executive

E: heath.batterham@dncnsw.com

M: 0432 630 120
