



Destination North Coast NSW

BUSINESS EVENTS BITES #48

May 2023

In May, Destination North Coast's Business Events team represented the North Coast and all of the programs' stakeholders at the Executive PA Summit in Melbourne and the Corporate PA Summit in Sydney. Delegate attendance was strong at both events.

May saw the announcement that the Business Events Council of Australia (BECA) will cease operations at the beginning of the new financial year, making way for the newly formed Australian Business Events Association (ABEA).

A reminder that tickets for the North Coast Tourism Symposium are on sale now. This year's symposium is being held in The Tweed and we hope to see you all there!!

Warm regards
Heath and Kerry

DNC Business Events: Lead Activity Summary May 2023

May-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	1	900	\$ 320,400
New Leads	14	2,068	\$ 688,644

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
North Coast - BE Partner Tour	North Coast - South	23-25 Jan 2023
AIME	Melbourne	13-15 February 2023
DNSW Post AIME Famil - North	Ballina - Tweed	15-19 Feb 2023
Event Organizers Summit	Brisbane	16 March 2023
Executive PA Summit	Melbourne	11 May 2023
Corporate PA Summit	Sydney	23 May 2023
MEA Evolve	Gold Coast	7-8 June 2023

Completed Activity

Future Activity

2023 North Coast Tourism Symposium
at **Peppers Salt Resort and Spa, Kingscliff**
Thursday 27 July, 2023

The theme of this year's Symposium is **Redefining Normal**. Befitting this theme, our opening keynote speaker is **Eliane Miles** - social researcher, strategist, and trends analyst! Eliane's passion and knowledge in supporting businesses navigate an ever-changing (and some might say challenging) environment make her a highly sought-after business strategist and media commentator.

The North Coast Tourism Symposium will also welcome a host of compelling speakers on subjects as broad as nature, wellness, camping and caravanning and of course, we are pleased to present updates from Destination North Coast, Destination NSW and Tourism Australia.

Tickets for the North Coast Tourism Symposium can now be purchased.

[Event tickets](#)

EXECUTIVE PA — SUMMIT —

The Melbourne Executive PA Summit was held on the 11th of May 2023 at the Next Hotel, Melbourne in collaboration with Dexus Place, an integrated shared offices and meeting space which also incorporated catering and relaxation spaces.

The event provided two keynote presentations for all attendees, four professional development sessions and twelve prescheduled appointments. This format provided your DNC representative with an opportunity to prospect for potential business suitable for the whole of the North Coast.

Eleven new leads were generated with the potential to deliver 1,428 delegate nights and \$475K in estimated economic impact for the North Coast.

Click on the link below for more information about the Executive PA Summit series:

[Click here](#)



Held in Sydney on the 23rd of May, the Corporate PA Summit was an opportunity for your DNC Business Events team member to join the DNSW Regional Conferencing Team, the major sponsor of the Summit, in promoting conferencing across the North Coast and throughout NSW.

Over 175 Executive and Personal Assistants from a wide selection of industries and businesses from across Australia attended the day. The format was a combination of keynote speakers and networking sessions.

Click on the link below for more information about the Corporate PA Summit series:

[Click here](#)



ABEA Developments

The newly formed Australian Business Events Association (ABEA) will officially begin operating on the 3rd of July. Your DNC Business Events team continue to engage with stakeholders across the sector to ensure you have access to the most relevant information regarding this important transition.

Most recently announced are the new logo and the details of the board of directors listed below:

- Peter King, Chair of ABEA
- Julia Swanson, Melbourne Convention Bureau
- Nigel Keen, Perth Convention and Exhibition Centre
- Matt Pearce, Deputy Chair of ABEA, Talk2 Media and Events
- Nicole Walker, Arinex
- Michael Mathews, Canberra Convention Bureau
- Janet Hamilton, Cairns Convention Centre

Also, recently announced are the membership and partnership opportunities.

For more information, we encourage you to click on the link below:

[Click here](#)



Keep Your MeetinNSW Listing Up To Date

MeetinNSW 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 MeetinNSW 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.



Kerry Bryant
Business Events Executive
E: kerry.bryant@dncnsw.com
M: 0414 464 550



Heath Batterham
Business Events Executive
E: heath.batterham@dncnsw.com
M: 0432 630 120

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