



Destination North Coast NSW

Business Events: Best Practices

1. Value of Business Events
2. Management
3. Sales
4. Operations

DNC Business Events Partnership

Business Events Prospectus
July 2023 - June 2024



Destination
North Coast NSW



FY19 high level update of EY's 2015 report on the value of the business events industry in Australia

Attendance

43.7 million



An estimated 43.7 million people attended a business event in Australia in FY19 compared to 37 million in FY14.

Number of business events

484,000



Approximately 484,000 business events (meetings/ conventions, exhibitions and incentive events) were stage in Australia in FY19

Direct contribution

\$35.7 billion



Value of business events: The *direct industry expenditure* is estimated to have increased by over \$7.7 billion, from \$28.0 billion in FY14 to \$35.7 billion in FY19.

Direct employment

229,000



An estimated 229,000 people are directly employed by the business events industry in FY19.

Direct value added

\$17.2 billion



Value of business events: The *direct industry value added* generated by business events increased by \$3.7 billion, from \$13.5 billion (FY14) to \$17.2 billion (FY19).

Direct wages

\$11.1 billion

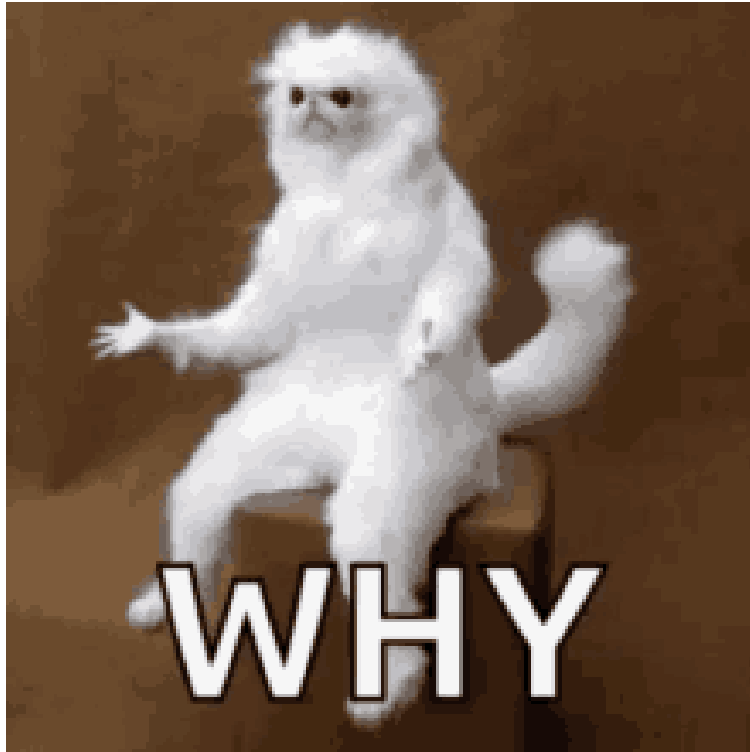


Based on the average wage in the business events industry (*source: ABS*), the estimated annual expenditure on wages for FY19 for the above mentioned industry direct employment is approximately \$11.1 billion.

Value of business events by sector for FY19

Key industry metric	Meetings & conventions	Exhibitions	Incentives	Total
Number of business events	459,759	2,536	22,087	484,382
Number of attendees: delegates/exhibitors/visitors (millions)	31.1m	11.1m	1.5m	43.7m
Direct expenditure (\$ billions)	\$29.6b	\$4.0b	\$2.2b	\$35.7b
Direct expenditure per event (c. \$)	\$64,000	\$1,560,000	\$98,000	\$74,000
Direct expenditure per attendee (c. \$)	\$950	\$360	\$1,420	\$820
Direct value added (\$ billions)	\$14.4b	\$1.9b	\$0.9b	\$17.2b
Total estimated direct annual wages expense (\$billions)	\$9.1b	\$1.3b	\$0.6b	\$11.1b
Direct employment (c. jobs, rounded)	188,000	28,000	13,000	229,000

Numbers may not equate exactly due to rounding



- Total shut down due to Covid
- 3 years of uncertainty
- 50% loss of industry professionals
- Significant change in staff demographics
- Return to normal demand outpacing operator recovery
- Limited expertise, short staffing, inexperience at all levels of operations

1. Management

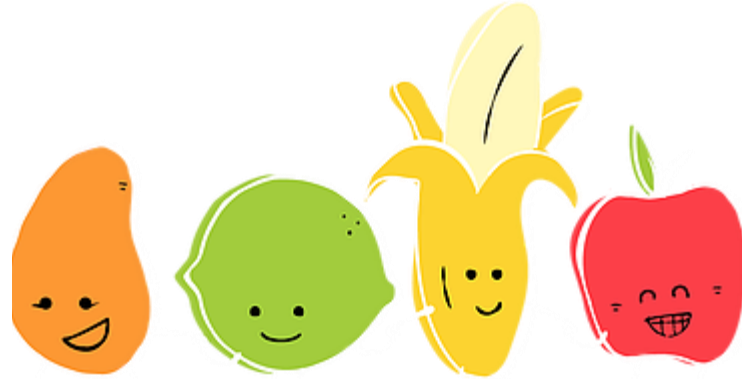
1. Optimum Staffing Levels
2. Empowerment
3. Equipment
4. Profitability
5. Realistic Expectations

Optimum Staffing Levels

- ▶ Market Mix & Target setting
- ▶ Pre-Covid Revisited
- ▶ Succession Planning
- ▶ Cross Training

Empowerment & Backup

- ▶ Empowerment - How do you make your decisions:
 - ▶ Budget
 - ▶ Demand
 - ▶ Competitors
 - ▶ Yield Management
 - ▶ Big picture vs micro management
 - ▶ Decline business
- ▶ Backup
 - ▶ Celebrate success
 - ▶ Learn from mistakes
 - ▶ Value of escalation



UNDERSTAND AND OPTIMISE THE BUSINESS PERSONALITY PROFILE OF YOUR TEAM

LYNNE SCHINELLA

- ▶ Test - <https://lynneschinella.com.au/fruit-quiz>
- ▶ Ebook - <https://lynneschinella.com.au/shop>
- ▶ Video Training Program 10 short videos



Equipment

- ▶ Capital Expenditure
- ▶ Collaboration
- ▶ Technology & Software
- ▶ Sustainability



AUSTRALIA'S SMARTEST TOURISM DESTINATION



Profitability

- ▶ Bottom Line Focus
- ▶ Top Line Focus
- ▶ Combined approach
- ▶ Communication

Realistic Expectations



Sales

1. Sales Response times and steps
2. Scripting
3. Site Inspections
4. Negotiation
5. Contracting
6. Meet and Greet (On the day)
7. Follow Up

Sales Response Times

- ▶ Realistic
- ▶ Use Technology
- ▶ Acknowledge within 2 hours on working business day
- ▶ General Information
- ▶ Customize
- ▶ Formal Proposal within 24 hours
- ▶ Example

Scripting

- ▶ Thank yous
- ▶ Be accurate and apply positive spin
- ▶ Declining business
- ▶ Focus on client needs
- ▶ “Can Do

Site Inspections

- ▶ Meet and Greet
- ▶ Customize
- ▶ Choreograph
- ▶ Demonstrate & Display
- ▶ Create a memory
- ▶ Ask for the business
- ▶ Farewell

Negotiation Practice

Negotiation Calculator

Day 1	Numbers	Per Item	Totals	Day 1	Numbers	Per Item	Totals
Welcome Event Food	50	\$ 40.00	\$ 2,000.00	Welcome Event Food	50	\$ 40.00	\$ 2,000.00
Welcome Event Beverage	50	\$ 40.00	\$ 2,000.00	Welcome Event Beverage	50	\$ 40.00	\$ 2,000.00
Accommodation	50	\$ 210.00	\$ 10,500.00	Accommodation	50	\$ 210.00	\$ 10,500.00
Day 2				Day 2			
Breakfast	50	\$ 20.00	\$ 1,000.00	Breakfast	50	\$ 20.00	\$ 1,000.00
Day Delegate Package Day 1	50	\$ 65.00	\$ 3,250.00	Day Delegate Package Day 1	50	\$ 65.00	\$ 3,250.00
Room Hire	1	\$ 550.00	\$ 550.00	Room Hire	1	\$ 550.00	\$ 550.00
Audio Visual	1	\$ 850.00	\$ 850.00	Audio Visual	1	\$ 850.00	\$ 850.00
Awards Dinner Food	50	\$ 80.00	\$ 4,000.00	Awards Dinner Food	50	\$ 80.00	\$ 4,000.00
Awards Dinner Beverages	50	\$ 60.00	\$ 3,000.00	Awards Dinner Beverages	50	\$ 60.00	\$ 3,000.00
Accommodation	50	\$ 210.00	\$ 10,500.00	Accommodation	50	\$ 210.00	\$ 10,500.00
Day 3				Day 3			
Breakfast	50	\$ 20.00	\$ 1,000.00	Breakfast	50	\$ 20.00	\$ 1,000.00
Half Day Delegate Package	50	\$ 45.00	\$ 2,250.00	Half Day Delegate Package	50	\$ 45.00	\$ 2,250.00

Total Revenue \$ 40,900.00
Rev Per Person \$ 818.00
Daily Economic Impact \$ 355.65

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Difference in Revenue	\$	-
% Discount		0%

Contracting

- ▶ Fast
- ▶ Accurate
- ▶ Detailed
- ▶ Concise
- ▶ Follow up to secure the business

CELEBRATE SUCCESS



Operations

1. Pre-event briefing
2. Pre-event walk through with operations team
3. Pre-event meet and greet/ event order review
4. Pulse checks
5. Post-event debrief with client/facilitator
6. Post-event debrief with operations team

Pre-event briefing

- ▶ Make it a habit
- ▶ Make it fun and respectful
- ▶ Cover all departments
- ▶ Respect your team



Pre-event walk-through

- ▶ Full operations team walkthrough prior to guest arrival
- ▶ Spot and correct
- ▶ Be realistic



Pre-event meet & greet

- ▶ Scheduled
- ▶ Event Orders
- ▶ Runners
- ▶ Poker face



Pulse checks

- Use break times
- Polite interruptions
- Upselling is good



Debrief with client/ facilitator

- ▶ Scheduled
- ▶ Up Beat
- ▶ Negotiation
- ▶ Resolution



Non-Ranked Nicknames



Debrief with Operations Team

1. Perceive
2. Process
3. Project
4. Decide
5. Act
6. Result
7. Impact
8. Debrief again





Destination North Coast NSW

Thank You to Katee Blizzard and
Clarence Valley Council

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