

BUSINESS EVENTS BITES #51 August 2023

August was a busy month for trade activity for the DNC business events team who attended Events Uncovered and the Event Organisers Summit in Sydney and the Corporate Travel Show in Canberra.

The busy month of activity paid off with the conversion of 6 existing leads representing 1,940 delegate nights and \$1,048K in projected impact to the overnight visitor economy. Direct sales activity also generated 4 new leads with a potential impact to the overnight visitor economy of \$646K for the North Coast.

The Business Events team visited business event partners across the whole of the North Coast and ran the Business Events: Best Practices session in Yamba.

Please read on for more information on all things Business Events!

Warm regards
Heath and Kerry

Lead Activity Summary - August 2023

Aug-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	6	3,150	\$ 1,048,950
New Leads	4	1,940	\$ 646,020

2023-24 Activity Calendar

Activity	Location	Date	Attending
Clarence Valley Council - BE Stakeholder Workshop	Yamba	Thu 10 Aug 2023	HB + KB
Events Uncovered	Sydney	Thu 10 Aug 2023	KB
Event Organisers Summit	Sydney	Tue 15 Aug 2023	KB
Corporate Travel Show	Canberra	Tue 15 Aug 2023	HB
Event Organisers Summit	Melbourne	Tue 31 Oct 2023	HB
PCOA	Adelaide	Sun 10 Dec 2023	KB
AIME	Melbourne	Mon 19 Feb 2024	HB + KB
Famil #1	North Coast - South	Wed 21 Feb 2024	KB
Famil #2	North Coast - North	Wed 21 Feb 2024	HB
Brisbane Sales Campaign	Brisbane	Fri 24 May 2024	HB
MEA Evolve	TBA	TBA	HB + KB

Completed Activity
Future Activity



**Events Uncovered - Sydney
10 August 2023**

The Business Events team exhibited at the Events Uncovered tradeshow on the 10th of August in Sydney.

The Knowledge Sessions provided insights into the latest trends, case study presentations and panel discussions on the challenges and innovations the events industry will face tomorrow.

The event generated 2 new leads with a potential impact to the overnight visitor economy of \$250K for the North Coast.





Business Events - Best Practice Session - Yamba 10 August 2023

The DNC team, in partnership with Clarence Valley Council presented a session on best practice for business events to key stakeholders in the beautiful township of Yamba on the 10th of August. This event was designed to support business owners in resetting to pre-Covid standards for management, sales and operations.

Feedback from this session has been positive and the team plan to run repeat sessions throughout the north coast to support the business events sector.

Our thanks goes out to Katee Blizzard and the Clarence Valley Council and Angourie Resort for demonstrating some real examples of best practice in Business Events.

For a copy of the slides from the day's session, please click the link below:

[Click here](#)



Event Organisers Summit - Sydney 15 August 2023

Event Organisers Summit was the inaugural event at the Western Sydney Convention Centre at Penrith on the 15th of August.

The format of this event combines keynote presentations with 12 table top meetings. The attendees were from a wide selection of industries and the event generated 3 new leads with a potential economic impact of \$245K for the North Coast.

The keynotes included Solar Buddy who conducted an abridged version of their *Hour of Power* team building activity designed for businesses and event organiser to educate their teams on energy poverty. The program connects participants to communities via a hands-on solar light building activity.

[Click here](#)



Corporate Travel Show - Canberra 15 August 2023

After four years of uncertainty, postponements, cancellations and relaunched the 2023 Canberra Corporate Travel Show was held in the Ballroom at QT Canberra on Tuesday 15 August.

It was fantastic to see the QT Ballroom buzzing again with premium accommodation groups from around Australia and the guests in attendance were engaged, genuinely seeking new information and rewarded for their efforts.

For more information on the Corporate Travel Shows, please click the link below:

[Click here](#)



Australian Business Events Association

The Australian Business Events Association (ABEA) was formed to provide a well resourced, consolidated association with a charter to deliver the industry's voice to government, support tourism targets, grow and guide industry players and establish a platform that will foster valuable access to influential industry stakeholders.

ABEA is quickly taking shape having announced 15 significant appointments including chapter chairs for six out of eight states and territories with Melissa Brown commencing her new role as CEO on the 4th of September.

The association has achieved 65 per cent of its membership targets for the full financial year within its first eight weeks. For more information please click on the link below:

[Click here](#)

Tourism Research Australia to Report Business Events Data

Australia's long-term strategy for the visitor economy, [THRIVE 2030](#), notes that having relevant, robust and timely data is critical for growth. It underpins good decision-making, business growth and investor confidence.

In the October 2022 Budget, the Australian Government announced \$2 million in funding for Tourism Research Australia (TRA) to include business events measurements in national and international datasets. TRA will engage with ABEA to source data from venues, organisers, delegates and exhibitors and your DNC business events team will disseminate relevant information as it becomes available.

For more information on this positive initiative for the business events industry, please click on the link below:

[Click here](#)



meet in REGIONAL NSW

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 organisers.

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.



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