

BUSINESS EVENTS BITES #53 October 2023

October was a busy month for your DNC team as the market returns to historical trends and the team leverage the market opportunity through the leads that the program has generated. We secured two leads for the North Coast and supported submissions for another eight leads with an estimated economic impact of almost \$2M.

The DNC team represented the North Coast at the Event Organisers Summit in Melbourne resulting in lead generation of more than \$200K in potential economic impact for the region. Preparations for AIME 2024 are in full swing and planning for two familiarisation tours in the first quarter of 2024 has commenced.

Please take a moment to read on for your monthly update on all the latest business events news and information.

Warm regards
Heath & Kerry

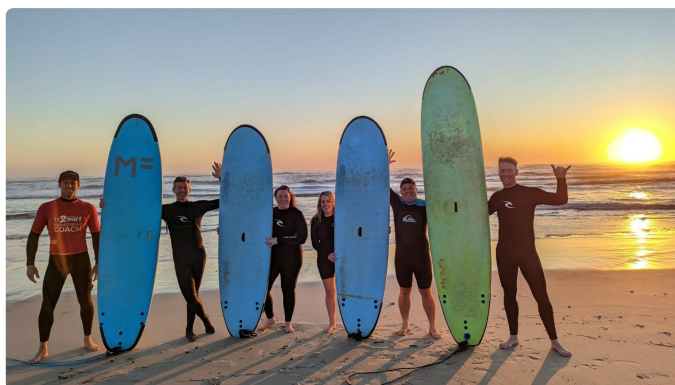
Lead Activity Summary - October 2023

Oct-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	2	730	\$ 250,680
New Leads	8	4,820	\$ 1,964,900

2023-24 Activity Calendar

Activity	Location	Date
Clarence Valley Council - BE Stakeholder Workshop	Yamba	Thu 10 Aug 2023
Events Uncovered	Sydney	Thu 10 Aug 2023
Event Organisers Summit	Sydney	Tue 15 Aug 2023
Corporate Travel Show	Canberra	Tue 15 Aug 2023
Event Organisers Summit	Melbourne	Tue 31 Oct 2023
Best Practice Seminar	Ballina	Wed 06 Dec 2023
PCOA	Adelaide	Sun 10 Dec 2023
AIME	Melbourne	Sun 19 Feb 2023
Famil #1	North Coast - North	Thu 14 Mar 2024
Famil #2	North Coast - South	Thu 21 Mar 2024
Brisbane Sales Campaign	Brisbane	Fri 24 May 2024
MEA Evolve	TBA	TBA

Completed Activity
Future Activity



Destination North Coast: Familiarisation Tours

NEW DATES: Planning for the 2024 hosted familiarisation tours is now well underway and dates have been shifted into March to improve the qualification process and to maximise hosted buyer engagement. The newly suggested dates are as follows:

- Ballina, Byron and The Tweed - 14 - 16 March 2024
- Port Macquarie and Coffs Harbour - 21 - 23 March 2024

Please review the EOI submission form by clicking on the link below. Please share your feedback by Monday, 27 November 2023, so that we can incorporate suggestions effectively.

[Click here](#)





Event Organisers Summit Melbourne

Hosted at Novotel Preston in Melbourne, the Event Organisers Summit is a full day of pre-scheduled appointments with handpicked buyers, social networking and keynote speakers. The speakers included event organiser Simon Thewlis, Managing Director of Event PTY, Mindfulness expert Ray Good, and teambuilding with Solar Buddy.

The DNC BE team participated in 12 meetings, generating a potential economic impact to the region of over \$200k for 2024 and beyond.

[Click me](#)



Additional badges for attendance

The Destination NSW presence at AIME is fully subscribed and is shaping up to be a successful campaign.

On behalf of program partners, the DNC team will soon issue an EOI for those businesses wishing to visit AIME with day-pass access. The team will be able to share the details of pre-scheduled appointments and coordinate introductions to specific clients where opportunity allows.

Please note a maximum of two exhibitor representatives are permitted at each pre-scheduled appointment and so these badges are for wider access to the floor.

For any questions, please reach out to Kerry or Heath and for more information on AIME 2024, please click the link below:

[Click here](#)



MEA NSW 2023 Christmas Party

As award winning members of MEA and actively engaged on the NSW Branch sub-committee, your DNC team are pleased to share this invitation to join the MEA NSW 2023 Christmas Party.

Date: **Tuesday, 28 November 2023**

Timing: **6-9pm**

Venue: **Aerial UTS Function Centre**

Address: **Building 10, Level 7/235 Jones St Ultimo, New South Wales**

Member: \$99

Non-Member: \$130

(Inclusive of GST)

To book your ticket, please click on the link below:

[Click here](#)



Please take a moment to save the date for ABEA's **Connect & Celebrate** announced for the evening of 13 December 2024. Industry professionals will hear from experts about the state of the industry and take a look into the future of business events. It will also be a great opportunity to celebrate another year with friends and colleagues!

Venue details will be announced soon.

ABEA's Board has also gained two more directors with the appointment of Penny Lion and Dr Leo Jago OAM. We look forward to their insights and guidance.

For more information on upcoming ABEA events please 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 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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