

**BUSINESS EVENTS BITES #54**  
November 2023

The performance of the DNC Business Events partnership is reliant on a wide range of initiatives including cold calling, trade show attendance, database development, active support from the Regional Conferencing Unit at Destination NSW, roadshows, famils and long term client relationship management. November's record results showcase a positive blend from so many of these initiatives with seven leads converted representing 1,590 delegate nights and an estimated \$724K in economic impact with a further ten new leads representing a staggering 5,950 delegate nights and \$5.47M in potential economic impact for the North Coast.

We could not have done this without you!

As the year draws to a close, preparations are in full swing for the familiarisation program, AIME and the rollout of the Business Events Best Practice seminars.

We take this opportunity to wish you and your loved ones a fabulous Christmas and New Year. Wishing you a happy and healthy break.

Warmest regards  
Heath & Kerry

**Lead Activity Summary - Nov 2023**

| Nov-23          | Enquiries | Delegate Nights | Estimated Revenue |
|-----------------|-----------|-----------------|-------------------|
| Converted Leads | 7         | 1,590           | \$ 724,260        |
| New Leads       | 10        | 5,950           | \$ 5,470,400      |

**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 |
| PCOA  | Adelaide            | Sun 10 Dec 2023 |
| AIME  | Melbourne           | Sun 19 Feb 2024 |
| 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    |



**PCOA23**

The 15th annual PCOA Conference & Exhibition was held at the Adelaide Convention Centre from 10-12 December 2023. The conference was well attended with record sponsored exhibition space and a significant keynote and professional development schedule. The DNC BE team were invited to share the Destination NSW Regional Conferencing Unit presence in the exhibition hall with the fabulous Ashleigh Cooper.

For more information about PCOA23 including the conference program, please click on the link below:

[Click here](#)



**Announcement of MEA Board**

Vanessa Green, from Cliftons Events Solutions, has been elected as the Meetings and Events Association's new Board Chair.

The three vacant places, created by board retirements, are filled by members from parts of the industry that were not previously represented at board level.

"The events industry is continually evolving, and MEA is committed to playing a pivotal role in its growth. We focus on leadership, empowerment and connection opportunities for our members. In the dynamic landscape of today, the MEA Board for 2024 is well-equipped to represent and support our unique and diverse membership."

[Click here](#)



**ABEA**

ABEA's inaugural Connect & Celebrate event on 13th December proved to be a national success, with the business events industry of Australia coming together virtually and locally face-to-face.

It was announced that ABEA will engage a First Nations advisor to the Board in 2024, and ABEA will host the Leadership Forum at AIME 24 in February.

An emerging leader challenge will be announced shortly and the winner will present at the ABEA session at AIME.

ABEA's inaugural Conference has been announced for 10 & 11 December 2024, to be held at the ICC Sydney.

For an end-of-year industry snapshot...

[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:

---

**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](mailto:kerry.bryant@dncnsw.com)  
M: 0414 464 550



**Heath Batterham**  
Business Events Executive  
E: [heath.batterham@dncnsw.com](mailto:heath.batterham@dncnsw.com)  
M: 0432 630 120