

BUSINESS EVENTS BITES #55 December 2023

Greetings and happy new year to all our partners in the business events program! We are delighted to share with you the latest edition of Business Events Bites recapping our activities from December 2023. We trust that you enjoyed a relaxing and festive holiday season and are eager to embrace the new year with optimism, ambition and collaboration.

We are proud to announce that December 2023 was a remarkable month for our program, as we achieved record conversions for our partners and closed the strongest quarter ever. This is a testament to the effective lead generating initiatives we implement, the excellent support we receive from the Regional Conferencing Unit at Destination NSW and most importantly, the passion and dedication of our partners who make it all possible.

As we prepare for AIME and other exciting events in the first quarter of 2024, we are confident that we will continue to grow and strengthen our partnership. We are on track to reach our project goals, thanks to you!

Best wishes
Heath & Kerry

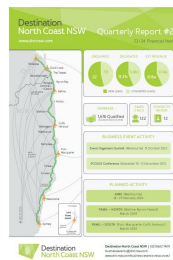
Lead Activity Summary - Dec 2023

Dec-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	5	1,144	\$463,454
New Leads	4	440	\$170,590

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	Mon 19 Feb 2024
Famil - North	North Coast	Sun 17 Mar 2024
Famil - South	North Coast	Thu 21 Mar 2024
Best Practice Seminar - Ballina - add collaboration	Ballina	Tue 26 Mar 2024
Best Practice Seminar - Tweed	Tweed	Tue 26 Mar 2024
Best Practice Seminar - Coffs Harbour	Coffs Harbour	Wed 27 Mar 2024
Best Practice Seminar - Port Macquarie	Port Macquarie	Thu 28 Mar 2024
Best Practice Seminar - Mid Coast	Mid Coast	Thu 28 Mar 2024
Brisbane Sales Calls	Brisbane	Fri 24 May 2024
MEA Evolve	Hunter Valley	12-13 June 2024

Completed Activity
Future Activity



RECORD RESULTS: Q2 Report: 2023-2024 Financial Year

The second quarter of the 23-24 FY saw record conversions for the Business Events Partnership with wins across the whole of the North Coast. Please click the link below for a copy of the Q2 Report.

[Click here](#)



Business Events for Regional NSW

Business events were a stand-out sector for regional NSW in the year ending September 2023.

Domestic overnight conference visitors to NSW spent on average \$517 per night, which was 132.9 per cent higher than domestic leisure visitors spend (\$222 per night).

It was also significantly higher than the expenditure by domestic and international business visitors to Sydney.

Keep up to date on the TRA National Visitor Survey's monthly results by clicking on this link below:

[Click here](#)



MEA WEBINAR SERIES

MEA webinars cover a wide range of topics to help you build a strong business and support the professional development of you and your team. As a paid member of the DNC BE program, you can access the MEA webinar library.

RADICAL INTELLIGENCE

MEA's February webinar will delve into how Smart Intelligence and AI are changing how we work and connect with people and include ideas to address the challenges of the 21st Century workplace.

The recording can be accessed after the 13th of February.

[Click here](#)

PCOA

Professional Conference
Organisers Association

PCOA joins the Australian Chamber of Commerce and Industry

The Professional Conference Organisers Association (PCOA) has joined the Australian Chamber of Commerce and Industry (ACCI).

For more information...

[Click here](#)



What's in Store for 2024?

Emerging Leaders Challenge

Together ABEA and the International Congress and Convention Association (ICCA) are hosting the Leaders Forum at AIME in February 2024. Emerging leaders are invited to submit their ideas on how the business events industry can create career paths and attract talent. Submissions are due 1 February. For more information [click here](#).

First Nations Advisor position announced

ABEA will appoint a First Nations Advisor to provide guidance and advice to the Board in 2024. If you have a suggestion for a candidate, contact ABEA Chair Peter King at chair@abea.org.au.

The 2024 Conference and Awards Dinner announced

ABEA's inaugural Conference will take place on Tuesday 10th and Wednesday 11th December, at ICC Sydney.

The conference will conclude with a gala dinner and awards celebration.

The award categories and criteria for entry are being fine-tuned, with more details available next month.

[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 archived our Industry newsletters on the website for your perusal. Click [here](#) to check out recent additions.

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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