

## BUSINESS EVENTS BITES #56 January 2024

We are delighted to announce the program for the 23/24 financial year is already in record territory with 22 leads secured representing 9,164 delegate nights and \$3.6 in estimated economic impact for the North Coast. That's more than \$1 million ahead of the 22/23 financial year. Thanks to all for your continued support for the program. May that trajectory continue.

With AIME 2024 around the corner, two famils and a series of Business Events Best Practice Sessions all slotting in over the coming six weeks, we're going to be busy on your behalf! Read on for your latest edition of Business Events Bites!

Best wishes  
Heath & Kerry

### Lead Activity Summary - January 2024

Jan-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	0	0	\$0
New Leads	3	810	\$336,960

### 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



### Business Events Best Practice Sessions 10am - 2pm Free networking lunch

The Business Events Best Practice Sessions are designed to support local operators and their staff in reviewing current best practices in the business events market.

Join the DNC Business Events team for your nearest session.

- Coffs Harbour - Monday, 25 March 2024
- Ballina/Byron - Tuesday, 26 March 2024
- Port Macquarie - Tuesday, 26 March 2024
- The Tweed - Wednesday, 27 March 2024
- Mid North Coast - Wednesday, 27 March 2024

Sessions will explore ways to maximise returns for your organisation when working with conferences and events. Sessions will cover best practices in:

- Management
- Sales & Marketing
- Operations

Join us afterwards for a free networking lunch.

Please follow the link below to register your attendance:

[Click here](#)



### EXPRESSIONS OF INTEREST 2024 DESTINATION NORTH COAST FAMIL SERIES

Expressions of Interest (EOIs) have been sent out to 1,600 event bookers on the DNC database with industry media distribution reaching a further 6,000 industry professionals. The response has been very positive from business events clients seeking their opportunity to join one of two educational and enjoyable famils.

#### 2024 Famil Schedule

- Ballina, Byron and The Tweed (17-19 March 2024)
- Coffs Harbour & Port Macquarie (21-23 March 2024)

Via a detailed qualification process, successful applicants will be selected based on their genuine potential to bring business to our business events partners on the North Coast.

Despite the practical limitation in both time and budgets, we are seeking to maximize coverage for our destination partners with the addition of special presentation sessions. Please notify Heath or Kerry if you wish to be included in these sessions.

Should you wish to share the EOI with your client database, we would encourage you to do so as soon as possible. Applications will need to be closed by 21 February 2024. Please utilise the 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](#)



From left: Matt Pearce, Domenic Genua, Nigel Keen, Nicole Walker, Melissa Brown, Dr Leo Jago, Penny Lion, Julia Swanson, Janet Hamilton, Peter King, Michael Matthews

ABEA's Board and Secretariat came together for a focused day of strategic planning, charting the course for the next three years of the Association's goals and activities.

#### Strategic focus

Delivering tangible benefits across all membership tiers and fostering steadfast industry growth through strategic advocacy and relationship building.

#### Priorities

Concrete strategies for the following areas were mapped in detail: Research, Membership Services, Advocacy, Community Development and Communications, and Commercialisation Strategies.

With high aspirations for ABEA's role as the voice of the business events industry, goals for each area were set according to short, medium and long-term achievability.

[For more information 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.



**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

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