

**BUSINESS EVENTS BITES #57  
February 2024**

February is always a busy month and this year proved this rule with record lead generation. Combined with the results from AIME, the DNC team recorded a total of 39 new leads representing more than 24,000 delegate nights and over \$10 million in estimated economic impact for the North Coast. The team are hard at work to complete the necessary follow up to convert our fair share of these leads into real business for the North Coast.

March will see the delivery of two North Coast Familis and the rollout of five of our Business Events Best Practice Seminars, and we are looking forward to meeting many of you along this journey.

Meetings & Events Australia is also rolling out some excellent professional development initiatives, and we encourage you to read on for your regular update on all things related to business events!!

Best wishes  
Heath & Kerry

**Lead Activity Summary - February 2024**

<b>Feb-24</b>	<b>Enquiries</b>	<b>Delegate Nights</b>	<b>Estimated Revenue</b>
Converted Leads	0	0	\$0
New Leads	39	24,318	\$10,116,288

**2023-24 Activity Calendar**

<b>Activity</b>	<b>Location</b>	<b>Date</b>
Crystalbrook PCO Famil	Byron Bay	2-Jul-23
Clarence Council – BE Stakeholder Workshop	Yamba	10-Aug-23
Events Uncovered	Sydney	10-Aug-23
Event Organisers Summit	Sydney	15-Aug-23
Corporate Travel Show	Canberra	15-Aug-23
BE Planning Day – Re-assess around Board	Evans Head	5-Sep-23
Event Organisers Summit	Melbourne	31-Oct-23
PCOA	Adelaide	10-Dec-23
AIME	Melbourne	19-Feb-24
Famil – North	North Coast	17-19 Mar 24
Famil – South	North Coast	21-24 Mar 24
Best Practice Seminar – Coffs Harbour	Coffs Harbour	25-Mar-24
Best Practice Seminar – Ballina	Ballina	26 Mar 24
Best Practice Seminar – Port Macquarie	Port Macquarie	26-Mar-24
Best Practice Seminar – Tweed	Tweed	27-Mar-24
Best Practice Seminar – Mid Coast	Mid Coast	27-Mar-24
Brisbane Sales Calls	Brisbane	24-May-24
MEA Evolve	Hunter Valley	12-13 Jun 24

Completed Activity
Future Activity



**Business Events Best Practice Seminars  
10am - 2pm**

**\*\* RESERVE YOUR SEAT \*\***

The Business Events Best Practice Seminars are designed to support local operators and their staff who are interested in working with Business Events. These sessions are designed to help align vision and expectations, remove decision-making speed humps and empower teams to operate at optimum levels, ensuring the very best profitability for your organisation and stability for your staff.

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

Each seminar will cover best practices in:

- Management
- Sales & Marketing
- Operations

A free networking lunch is provided at each seminar.

Please register your attendance via the Humanitix link below:

[Click here](#)



**The biggest AIME in a decade**

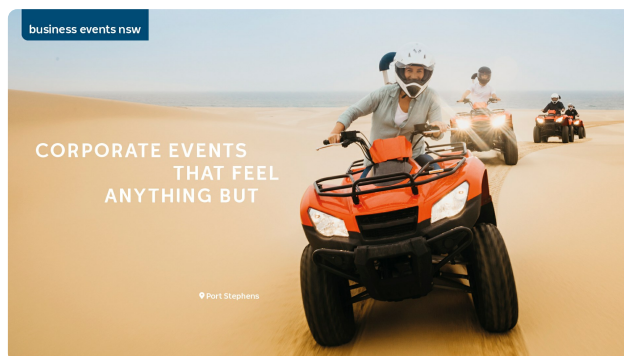
Asia-Pacific Incentives and Meetings Event (AIME) 2024 was held in Melbourne from 19th to 21st of February with 33 countries represented, 17,000 meetings, over 4,000 visitors, more than 570 exhibitors, 600 hosted buyers, 22,000 badges scanned and 89,500+ connections made.

It was also the most successful AIME campaign on record for the DNC team with 33 new leads secured, representing 21,848 delegate nights and an estimated economic impact to the overnight visitation of the North Coast of more than \$9M. The follow up has commenced with the majority of bookings expected to convert for 2024 and 2025 along with some bigger, longer lead events looking as far afield as 2026 and 2027!

**AIME 2024 Highlights**

Click on the link below for a short snapshot highlighting just some of The magic of AIME 2024: a vibrant showcase of innovation, connections, and unforgettable moments!

[Click here](#)



**Business Events NSW**

Destination NSW launched a fresh approach to growing the business events sector in regional NSW at AIME in Melbourne, with new messaging aligned to its 'Feel New' visitor brand.

Showcasing immersive visitor experiences in regional NSW, the new 'Corporate events that feel anything but' positioning presents an engaging alternative to the traditional business event experience.

Business event travellers spend an average of \$554 per person per night in NSW, which is 101 percent higher than the average overnight spend for leisure travellers, who spend an average of \$182 per night.

## Keep Your Business Events NSW Listing Up To Date

Business Events NSW is a free marketing resource for venues, accommodation providers, and operators serving the business events industry. Destination NSW's extensive digital distribution strategies support the site, 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 [bensw.com.au](https://bensw.com.au)

[Click here for the media release](#)



### **ME Webinar Series: Resilience Building for Event Professionals - Tools for Thriving Teams PRESENTED BY HEIDI HORNE**

Join Heidi Horne and learn how to fast-track resilience building within your events team. Perfect for those looking to foster a culture of strength and adaptability, these under-a-minute techniques are both practical and impactful, ensuring your team can bounce back faster from setbacks.

To access the recording please use the link below.

[Click here](#)



### **Attention event industry managers at all business levels**

Do you have team members in mind who you know would benefit from a **one-on-one mentoring** experience?

By enrolling them in **MEA's mentoring program**, you're demonstrating your commitment to their professional growth and tapping into a proven method for cultivating leadership skills, boosting morale, and retaining top talent.

#### **What's in it for them?**

Mentees gain invaluable insights, knowledge, and advice through one-on-one mentoring from seasoned events industry practitioners who have navigated similar career paths. This personalised approach accelerates learning, empowers individuals to overcome challenges, and inspires them to reach new professional heights.

Mentor Program Partner

#### **What's in it for you?**

As mentees flourish, they become drivers of positive change within their teams, driving productivity, collaboration, and innovation. In essence, our mentoring program isn't just an investment in your employees-it's an investment in your business's future success and sustainability. MEA is allowing you to cultivate a thriving culture of growth and development.

Participation as a mentee is an **exclusive service for our members**. The program will run from **April 1st until June 30th** to keep participation objectives focussed on achieving an outcome. Spots are limited.

The applications close Friday 22<sup>nd</sup> March. However, spots are limited so applications may close sooner depending on numbers.

To request the sign-up form and ask any questions, please contact Gabby from the MEA Team at [gboshier@mea.org.au](mailto:gboshier@mea.org.au)

[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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