



Destination North Coast NSW

BUSINESS EVENTS BITES #63 August 2024

August was another productive month for the program with 6 leads secured that could generate more than 2,500 delegate nights and over \$1M in estimated economic impact. In addition, there was another \$2.7M in leads added to the sales pipeline for the team to work on.

On this very positive note as we move through the first quarter of the financial year, we offer a very warm welcome to all of our returning AND newly joining partners.

This year, we plan to continue our successful engagement with our client database of more than 1,400 qualified business event buyers and to that end, we encourage you to share collateral, promotions and press-releases for the DNC team to disseminate on your behalf.

For more information on all things BE, please read on.

Warm regards
Heath

August 2024 - Activity Summary

Aug-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	6	2,540	\$1,053,040
New Leads	15	6,654	\$2,768,064

2024-25 Activity Calendar

Activity	Location	Date
Events Uncovered	Sydney	Tue 23 Jul 24
Executive PA Summit	Sydney	Thu 25 Jul 24
North Coast Tourism Symposium	Port Macquarie	Thu 01 Aug 24
Event Organisers Summit	Sydney	Thu 15 Aug 24
Event Organisers Summit	Melbourne	Thu 31 Oct 24
PCOA	Brisbane	Sun 01 Dec 24
ABEA Conference	Sydney	Tue 10 Dec 24
AIME	Melbourne	Mon 10 Feb 25
Familiarisation Tour - South	Coffs / Port	TBA
Familiarisation Tour - North	Ballina/ Byron / Tweed	TBA
DNSW Showcase Event	Sydney	TBA
MEA Evolve	TBA	Tue 03 Jun 25

Completed Activity
Future Activity



Event Organisers

Event Organisers - Sydney

15 August 2024

The Event Organisers Summit was held at the Waterview Bicentennial in Homebush on 15 August. This event consists of a series of one-on-one, pre-scheduled appointments with twelve pre-qualified event organisers from corporate, government and professional conferencing backgrounds.

In the current series of events run by the Executive PA team, the DNC team has also secured a coveted keynote slot for four of these events. This allows us to present the benefits of regional conferencing, focused on the North Coast for the combined attendees, which has been met with very positive feedback.

From this Summit, we successfully secured an opportunity to quote on 7 new leads, representing 1,174 delegate nights and \$488K in potential economic impact for the North Coast.

For more information on the Executive PA series of summits, please click the link below:

[Click here](#)



Wishing our very own Kerry Bryant all the best!

It will be with wistfulness and not a little envy, that we will wave goodbye to the fabulous Kerry Bryant later in September as she and her husband dedicate themselves to the arduous lives of Aussie grey nomads and make the most of their early retirement.

We want to thank Kerry for her passionate advocacy for the North Coast, her experience and her invaluable support for the Business Events Program which has continued to grow with her engagement. Ah the serenity! We know our paths will continue to cross and for those who enjoy a drop of pure north coast honey, keep an eye out for the jars with the Sukhi-B logo! We've tried it and it's amazing!

We hope you'll join us in wishing Kerry and Herbert all the very best and in thanking Kerry for her support for the BE program.

We have commenced advertising the role that covers the Mid North Coast and Lord Howe Island. We have ads listed for Port Macquarie and Coffs Harbour the largest centres in the region, but the applicant does not need to come from either location. Ideally, the successful candidate will be located within the Mid North Coast but we are happy to chat with any suitable applicants from outside this footprint.

Below is a link for the role that features on Seek:

[Click here](#)



Australian Business Events Association Conference 2024

The Australian Business Events Association CEO, Melissa Brown has confirmed the theme for the inaugural ABEA National Conference in December 2024 is to be "Focused on the Future".

Your DNC team will be in attendance, representing the North Coast, seeking out new leads and developing relationships with clients and industry leaders,

Early bird tickets are available now. Please click on the link below for more information and to register your attendance:

[Click here](#)



Business Events Australia

Tourism Australia's dedicated Business Events Australia team undertakes research that helps the Australian business events industry optimise its products and messages to best reach the international target customer.

Business Events Australia has released its latest industry newsletter, which includes updates on Tourism Australia's marketing and distribution activities to drive demand and support Australia's business events industry.

Subscribe to the Business Events Australia newsletter on the following link:

[Click here](#)



MEA TV

Mastering Difficult Conversations with Sally Foley-Lewis

Navigating difficult conversations is an essential skill for everyone. It doesn't take much to make or break a relationship, and addressing issues while maintaining a professional, open and trusting relationship is critical in the business events industry.

This webinar explores practical strategies to address challenging topics confidently and empathetically. Learn how to foster collaborative peer conversations, deliver constructive feedback, and nip potential issues in the bud before they escalate.

Click on the link below to browse all of the content on MEA TV:

[Click here](#)

bensw.com.au

Keep Your BENSW Listing Up To Date

Business Events NSW (formerly MeetinNSW) is a free marketing resource for venues, accommodation providers, and operators servicing the business events industry. Destination NSW's extensive digital distribution strategies support the site. All partners are encouraged to keep listings current and relevant for business event industry organisers.

If you have not done so already, register to list your business on bensw.com.au 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
M: 0414 464 550



Heath Batterham
Business Events Executive
E: heath.batterham@dncnsw.com
M: 0432 630 120
