

BUSINESS EVENTS BITES
December 2024 - JANUARY 2025

We wrapped up the year with the Board meeting held in Yamba, the Professional Conference Organisers Association Conference and the Australian Business Events Association Inaugural Conference. It is positive to see that our region is shining, with leads continuing to flow in as the year closed out.

Heath and Belinda are kicking off the year, busily preparing for AIME 2025. AIME is Asia Pacific's largest and longest running business events exhibition and learning platform. The team look forward to connecting with the global community of business event professionals and industry suppliers. We are also excited to prepare for the final two Collaborating for Success Workshops in The Tweed and Port Macquarie.

We welcome the New Year with fresh eyes and optimism and look forward to a successful 2025.

Please read on for your regular update on all things Business Events related.

Warm regards
Heath & Belinda





Q2 of the 2024/25 period has delivered impressive momentum in lead generation, with **1,524 qualified business event buyers** engaged and **125 new contacts added** to our database. While conversion rates have been temporarily impacted by seasonal holiday disruptions, this is a natural trend during this period.

Looking ahead, our pipeline remains strong with high-value opportunities through **AIME Melbourne in February** and **upcoming Famil activity**, ensuring a positive trajectory for the next quarter. With strategic engagement and targeted follow-ups, we anticipate strong conversion and continued growth in business event interest for the region.

Click on the link below for your copy of the complete Q2 Report:

[Click here](#)

December - January 2024 - Activity Summary

Dec 24 - Jan 25	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	1	600	\$249,600
New Leads	15	5,759	\$2,408,808

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	10-12 Feb 25
Familiarisation Tour - North	Coffs / Port	14-16 May 25
Familiarisation Tour - South	Ballina/ Byron / Tweed	21-23 May 25
DNSW Showcase Event	Sydney	TBA
MEA Evolve	TBA	Tue 03 Jun 25

Completed Activity
Future Activity

COLLABORATING FOR SUCCESS IN BUSINESS EVENTS



Registration is free - Light refreshments included

Operators targeting the high yielding business events sector can see significant revenue growth through strategic collaboration within the industry. Collaboration takes on many different forms and sometimes there are key elements that can be overlooked. The symbiosis between operators can feel like competition but the benefits have proven to far outweigh the risks.

This two hour seminar aims to demystify the art of collaboration and provide practical guidance in developing a robust support mechanism along with useful case studies and helpful Q&As.

Three successful workshops have already been held in Grafton, Coffs Harbour and Ballina. Registrations are open for the final two workshops, don't miss out!

Date	Timing	Destination	Venue
Thu 06 Feb 2025	10:00 - 12:00	The Tweed	Surfing Australia: High Performance Centre
Wed 19 Mar 2025	10:00 - 12:00	Port Macquarie	Waters Edge Port Macquarie

To secure your place at this event, please click on the registration link below:

Register here



Asia Pacific Incentives and Meetings Event (AIME) 10-12 February 2025

AIME is Asia Pacific's largest and longest running business events exhibition and learning platform. It connects a global community of business event professionals with industry suppliers through a seamless blend of human expertise and cutting-edge artificial intelligence.

AIME 2025 will play host to 20,000 meetings between exhibitors and buyers. The AIME 2024 event generated a staggering \$330m of business between exhibitors and buyers. Heath and Belinda look forward to representing Destination North Coast, bringing leads and business back to our region.



Australia on top for business travel

A survey by Corporate Traveller has found 36.5 per cent of Australian and New Zealand businesses send employees on at least one work trip a week, more than any other nation around the world.

Global Managing Director Tom Walley said: "As we move into 2025, we expect ANZ businesses to continue leading domestic travel, leveraging it as a tool for business success and a way for flexible work teams to connect, network and engage on a far more impactful level."

This is a great opportunity to attract the Corporate Traveller to host their meetings and events at our regional venues.

To learn more, click on the article below

[Click here](#)

Keep Your BENSW Listing Up To Date

Business Events NSW (formerly Meeting NSW) 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.

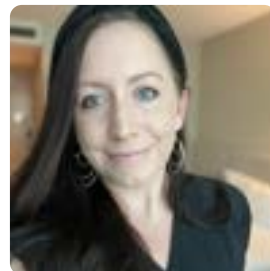


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