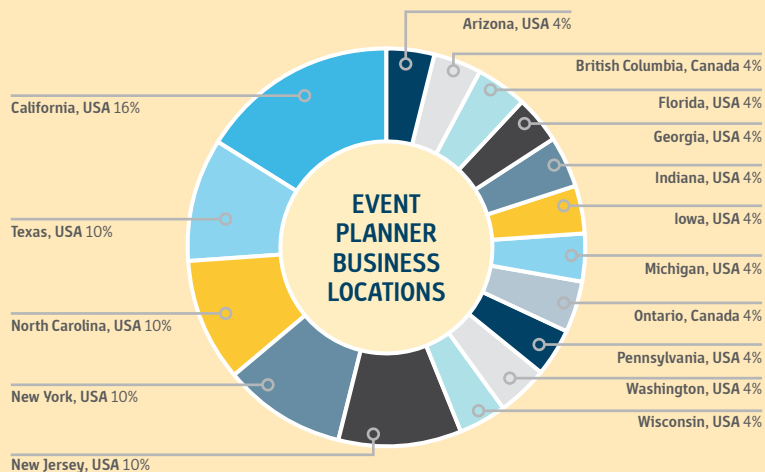
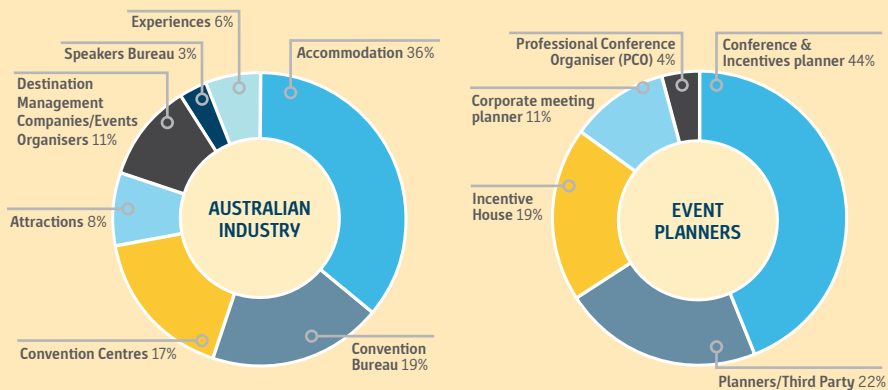


BUSINESS EVENTS AUSTRALIA

North America Showcase 2020

The Business Events Australia North America Showcase took place over two days in October 2020. The virtual event saw Australian industry meet and do business with international planners from the incentive, corporate meeting and association sectors in North America.

OPERATION TYPES



"The quality of the buyers was really good. They were all really engaged with what we were talking about and they all seemed very optimistic in the market returning."

Australian Industry Representative

36

Australian industry representatives

27

North American event planners

20+

Number of leads generated

"I met great suppliers with prospect for some good forward planning to bring events to Australia and feature Australia on my platform. Thank you."

"There is a great infinity with Australia and what we have to offer."

POST-EVENT SURVEY RESULTS

EVENT PLANNER FEEDBACK

100%

Planners were extremely satisfied to satisfied with the overall event

100%

Reported satisfaction with the quality of Australian industry representatives

100%

Confirmed they are more likely to send travellers to Australia

89%

Intend to sell more as a result of attending the event

AUSTRALIAN INDUSTRY FEEDBACK

100%

Extremely satisfied to satisfied with the overall event

100%

Extremely satisfied to satisfied with the quality of the North American event planners and their potential to place business in Australia

89%

Indicated they intend to sell more as a result of attending the event

VIRTUAL PLATFORM

100%

of attendees were satisfied with the virtual platform

"It was very easy to navigate and well executed. Great job!!"

