

# BUSINESS EVENTS AUSTRALIA NEWS



## 2014-15 trade activity in review

It has been a busy and successful year for Business Events Australia in 2014-15, having attended eight trade shows in seven countries with a total of 67 industry partners, delivered incentive product showcases in China, Singapore and Malaysia, and hosted 101 incentive agents, corporate buyers and international media on 10 educational visits. As 2015-16 gets underway it looks to be another big year of activity, particularly with the hosting of Dreamtime in Adelaide this December. Dreamtime is Tourism Australia's signature incentive showcase, bringing buyers and media from around the world to Australia to meet with business events product and suppliers. For information on how your business can take advantage of Business Events Australia's trade activities, visit our [2015-16 trade activity calendar here](#).

### July 2015

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### Introducing...Lene Corgan

Did you know? Tourism Australia has dedicated business events staff in four key global markets, including China, New Zealand, USA and UK. This month we introduce you to Lene Corgan, Business Events Manager, UK/Europe. Lene has been a member of the Tourism Australia team since 2006 and has more than 14 years experience in destination marketing and sales in the business events sector. Her role focuses on attracting more associations meetings business to Australia. Based in London, Lene can be reached at [lcorgan@tourism.australia.com](mailto:lcorgan@tourism.australia.com)



### Delegate Boosting Program 2015-16

Tourism Australia's [Delegate Boosting Program](#) assists industry in delivering tactical marketing activities to secure even greater delegate numbers to confirmed events being hosted in Australia. Expressions of interest are now welcome for the 2015-16 program. The [prospectus and application form](#) is available here and industry have until Friday 14 August to submit their requests for support. Please [contact us](#) if you have any questions regarding the program.



### New IVS results for business events

Tourism Research Australia has published the latest [business events International Visitor Survey \(IVS\)](#) for the 2014 calendar year. Total business events delegate expenditure reached \$13 billion in 2014, up 3 per cent compared to the year ending December 2013. During the year, New Zealand recorded the largest number of business events visitors to Australia with 202,000 visitors, while the USA recorded the highest total delegate spend in Australia worth \$329 million. View the [full IVS business events report here](#).

### Working with Business Events Australia

A quick guide for the Australian business events industry on how Business Events Australia's trade and marketing activities, and Tourism Australia's resources, can

help them reach a global business events audience is now available. Called ['Working with Business Events Australia'](#) the document provides information on how industry can get involved in the programs, where to seek further assistance and how to connect with our team. [View the document here.](#)

## What's trending @MeetinAustralia

Tag your tweets with [#MeetinAustralia](#) or [@MeetinAustralia](#) so we can share Australia's great business events products with our followers. Our most popular tweets in July were...



**Biz Events Australia @MeetinAustralia**  
Cough into my smartphone. Queensland uni prof develops app that detects respiratory conditions <http://bit.ly/1JqdUyO>  
[pic.twitter.com/kSOOy8vpGu](http://pic.twitter.com/kSOOy8vpGu)



**Biz Events Australia @MeetinAustralia**  
Top 10 conference food trends for 2015 by [@TheNibblerBites](#). [#Eventprofs](#) do you agree? <http://bit.ly/1J6r2d7>  
[pic.twitter.com/CnlvoQKDUV](http://pic.twitter.com/CnlvoQKDUV)



**Biz Events Australia @MeetinAustralia**  
Darwin hosts 20 [#eventprofs](#) for [#MeetDarwin](#) incentive program. Read about their experience at <http://bit.ly/1eEoTWC>  
[pic.twitter.com/EWO2Kn9oXb](http://pic.twitter.com/EWO2Kn9oXb)

## What's going on in the industry

[The world's disaster and emergency medicine experts to meet in Brisbane](#)

[Sea World Resort Conference Centre opens on the Gold Coast](#)

[Australian Associations applaud Sydney as a host city for national conferences and business events](#)

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## Upcoming trade activity

13-15 October 2015 | [IMEX America](#) | Las Vegas, USA | [Register here](#)

17-19 November 2015 | [IBTM World](#) | Barcelona, Spain | [Register here](#)

18 November 2015 | [PAICE](#) | Auckland, New Zealand

6-9 December 2015 | Dreamtime 2015 | Adelaide, Australia

April 2016 (TBC) | Business Events Australia Greater China Showcase | China

19-21 April 2016 | [IMEX Frankfurt](#) | Frankfurt, Germany

**For more information** on our long term trade activity program, please refer to the BEA Events Calendar or contact [Kelly Maynard](#).

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