News release
9 August 2021

Business events industry conference ready for bold look at the future

Registration is now open for the Business Events Industry Aotearoa (BEIA) Conference 2021 to be held at the Napier War Memorial Centre in Hawke's Bay, New Zealand from 11 to 13 October.

With the theme 'BEing Brave, Bold and Ready', the conference programme will look to the future of business events. Speakers will include New Zealand's Minister of Tourism Hon Stuart Nash; leading New Zealand economist, Tony Alexander; Clinical Psychologist Jacqui Macguire; and technology and broadcasting guru Sir Ian Taylor, all sponsored by Celebrity Speakers. International event strategist Oscar Cerezales, from MCI Group and sponsored by Tourism New Zealand, will lead discussion on scenario planning for the new normal.

BEIA Chief Executive Lisa Hopkins says the team has designed a programme to fit the current environment, examining the threats and opportunities from Covid, the domestic market and looking ahead to international opportunities.

"With valuable input from a diverse range of BEIA members representing the full spectrum of our industry, we have developed a programme that allows time to discuss the big issues, while also hearing from experts who inspire, challenge and offer a very different perspective from the norm.

"Our speakers and workshops will focus on understanding the future, gaining industry intelligence, and forecasting. One of the characteristics of this conference is audience involvement. Our exceptional speakers are there to generate discussion. While they develop some of the framework, there will be plenty of audience participation," she says.
"Time for networking is also top of mind for members, who are ready to reconnect with industry colleagues, meet new members from across New Zealand, and importantly

share their issues and ideas. We have ensured there is plenty of time to enjoy the company and the unique setting."

The Napier War Memorial Centre on the waterfront will be the main conference venue, with ToiToi - Hawke's Bay Arts and Event Centre hosting the gala dinner on 13 October, and The Old Church Napier set for the welcome function on 11 October.

A new feature of the conference will be an afternoon out in the Hawke's Bay for delegates to experience first-hand what makes this region so famous, including its food and wine culture, Art Deco architecture, its distinctive Māori history, stunning natural landscapes and wildlife.

A First Timers Welcome event on Monday afternoon with the support of Team Up Events, will give new members an afternoon getting to know industry colleagues before the BEIA Welcome Function.

Registrations are now open online at www.beiaannualconference.co.nz

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Business Events Industry Aotearoa — Background Information

- Business Events Industry Aotearoa (BEIA), formerly known as Conventions and Incentives New Zealand (CINZ), is the official membership-based association of New Zealand's business events sector with more than 460 members across a broad range of sectors.
- BEIA works to actively promote the sector for its members and New Zealand, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.
- The impact of the sector on New Zealand's economy includes financial, social, regional investment and environmental. In 2019 in New Zealand, it was a $1.45 billion industry, with over 3.6 million attendees both domestic and international, employing 22,000 people.
- BEIA manages New Zealand's only national annual trade show MEETINGS. Recently held in June 2021, MEETINGS generated $74 million of business for the New Zealand industry .