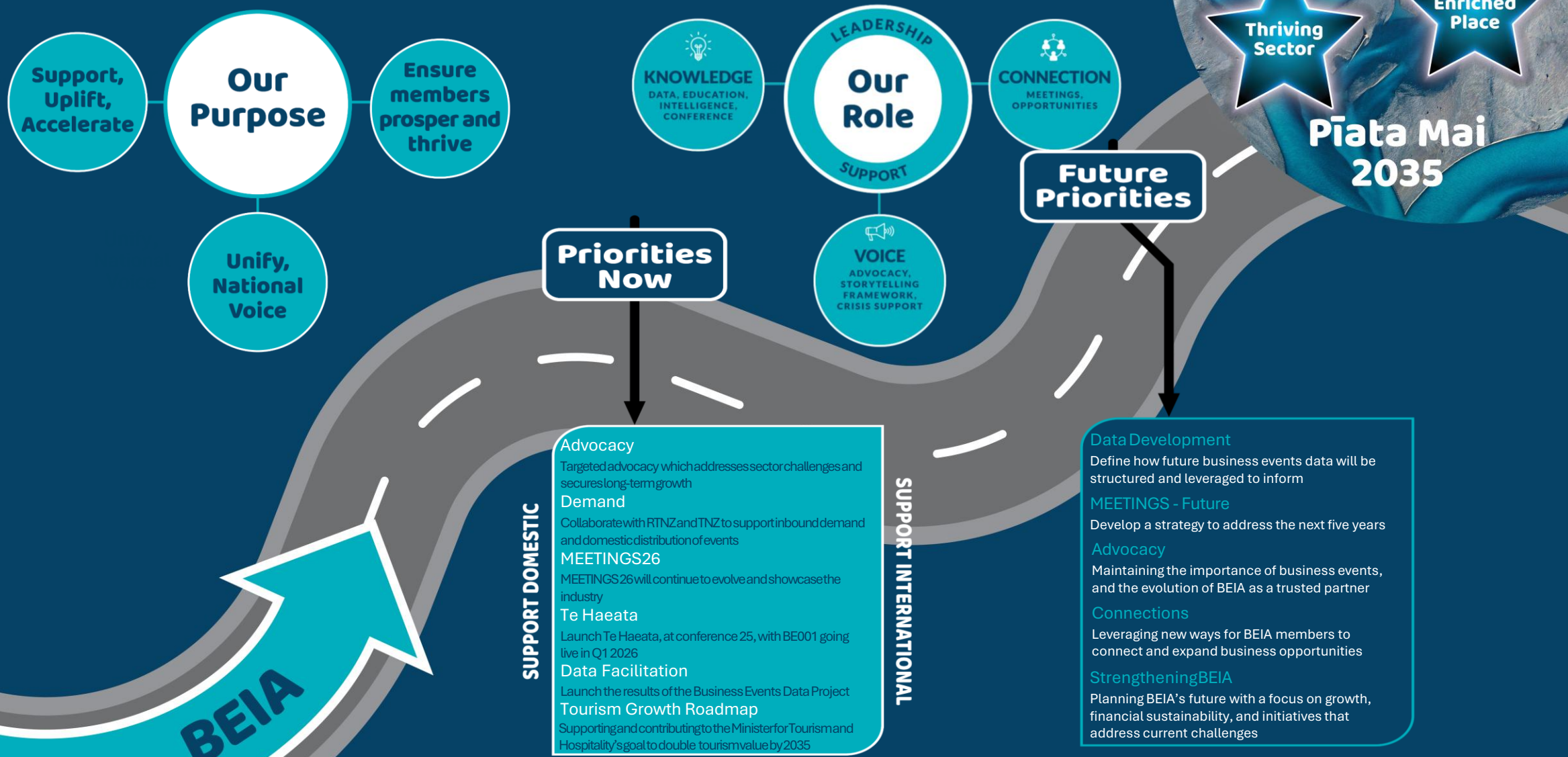


# Strategic Direction



**BEIA**

SUPPORT DOMESTIC

SUPPORT INTERNATIONAL

**Advocacy**  
Targeted advocacy which addresses sector challenges and secures long-term growth

**Demand**  
Collaborate with RTNZ and TNZ to support inbound demand and domestic distribution of events

**MEETINGS26**  
MEETINGS26 will continue to evolve and showcase the industry

**Te Haeata**  
Launch Te Haeata, at conference 25, with BE001 going live in Q1 2026

**Data Facilitation**  
Launch the results of the Business Events Data Project  
Tourism Growth Roadmap  
Supporting and contributing to the Minister for Tourism and Hospitality's goal to double tourism value by 2035

**Data Development**  
Define how future business events data will be structured and leveraged to inform

**MEETINGS - Future**  
Develop a strategy to address the next five years

**Advocacy**  
Maintaining the importance of business events, and the evolution of BEIA as a trusted partner

**Connections**  
Leveraging new ways for BEIA members to connect and expand business opportunities

**Strengthening BEIA**  
Planning BEIA's future with a focus on growth, financial sustainability, and initiatives that address current challenges

