



News release
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BEIA launches Future of Business Events Virtual Summit

Business Events Industry Aotearoa (BEIA) is inviting registrations for its Future of Business Events Virtual Summit on Thursday, 9 December 2021.

Lisa Hopkins, BEIA Chief Executive says the summit theme 'Rally, Rebuild and Restart' encapsulates where we are as a sector, and addresses the next chapter in our Covid-19 story.

"As an industry we need to rally and consider future-forward solutions, to rebuild our industry with sustainability in mind, and restart the sector after the crippling impact of the last two years," she says.

"BEIA is committed to supporting our community with preparation for what is to come in 2022. This summit will help kickstart important and meaningful conversations, so we can move forward optimistically into next year and beyond."

The virtual summit is free for BEIA Members. Registration is also available to Non-Members at a nominal fee of \$30.

"We have already received over 250 registrations in the first days of launch, a sign that the industry is looking for this type of engagement," Hopkins says.

"I encourage all those with an interest in business events to register and join us for two hours of engaging and informative content."

This event is supported by Celebrity Speakers NZ, Tourism New Zealand Business Events, Auckland Conventions Venues and Events, and event and media company Uno Loco, fresh from their APEC-producing duties.

Lisa Hopkins and Bjoern Spreitzer, General Manager Domestic and Business Events at Tourism New Zealand will present the most up-to-date, practical information on the current environment, and what they anticipate for business events in 2022.

Streamed live from a media studio at Auckland's Aotea Centre, they will be joined by the event facilitator and MC, innovator and author Joe Davis, who will be sharing his in-depth research into what has worked well for resilient businesses through Covid-19, and provide positive and practical take-outs for moving forward.

He will also facilitate a panel of representatives from international, Australian and domestic markets, who will share their expectations and views on what 2022 will deliver and the role New Zealand plays.

The other keynote speaker is Sir Ian Taylor, out of his own MIQ with some interesting anecdotes and practical advice for the business events sector as New Zealand starts reconnecting with the world.

"From this pool of experts, we will learn more about the environment and the probable landscape for business events over the next 12 months. We aim to leave the industry inspired, and ready with a tool kit of practical skills and innovative solutions," Hopkins says.

The Future of Business Events Virtual Summit will be held from NZT 2pm to 4.15pm on Thursday 9 December. Further details and the registration form are available on the [BEIA website](#). Registrants will receive an email reminder prior to the event with a link to access the virtual summit.

ENDS

Note to editors:

Media are invited to join the The Future of Business Events Virtual Summit free of charge by registering [online here](#).

About Business Events Industry Aotearoa (BEIA)

- [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, the business events industry was valued at \$1.45 billion per annum, with over 3.6 million attendees both domestic and international, employing 22,000 people. However, since Covid-19, the value of the sector has reduced by 78 percent. This can be attributed to a combination of reduced international visitors due to border closures, the impact of Alert Level 2, 3 and 4 restrictions, and the compounding lack of confidence from the sector.
- BEIA manages New Zealand's only national annual trade show MEETINGS. Last held in June 2021, MEETINGS generated \$74 million of business for the New Zealand industry.